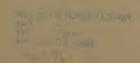
3 1430 05591979 1

IN MOCRETALES PLACE NEW YORK N.Y.



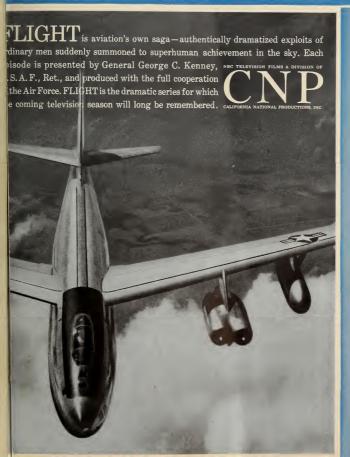






## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



## SPECIAL REPORT ON VIDEOTAPE

By year's end 250 videotape recorders will be in use. Here is a special SPONSOR report on how videotape works, what it costs, what it can do for the advertiser, the agency and the broadcaster

Page 29

What a timebuyer can do to get ahead

Page 34

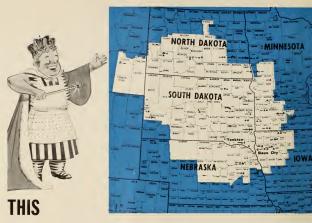
How to get extra mileage from your syndicated film

Page 36

A new idea for streamlining rate cards

Page 40

DIGEST ON PAGE 2



# AMERICA'S 41 ST RADIO MARKET

Big Aggie, queen of WNAX-570's coverage area—rules over the two cities leading the nation in per capita sales

Sioux City, Iowa, and Sioux Falls, South Dakota, were recently listed by Sales Management as the #1 and #2 bright spots in the nation's economy. Retail sales in both cities are well above the national average.

This is just part of Big Aggie Land. WNAX-570 takes your product story to 5 states—175 counties located in some of the nation's richest farming country. There are 2,217,600 people in Big Aggie Land and they have over \$3 billion dollars in spendable income. It's a rich market a buying market—a market where WNAX-570 delivers 66.4% share of audience.

To sell your product in Big Aggie Land—sell on the station that most people listen to— WNAX-570. Your Katz man has all the details.



WNAX-570 CBS RADIO YANKTON, SOUTH DAKOTA

PEOPLES BROADCASTING CORP.

To sell Indiana. you need both the 2nd and 3rd ranking markets.

NOW ONE BUY

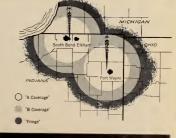
## YOU NEED TWO LURES in Indiana!



In this area of many lakes, plus countless "ol' fishing holes," alert advertisers cover two major markets-South Bend-Elkhart and Fort Wayne-with one combination buy which saves 10%! The coverage they get is from within-strong in its local loyalties-no longer influenced by that early-day "snow" from cities so far away. Take a close look at this rich interurbia: Over 1.6 million population-\$2.8 billion Effective Buying Income. Yours, with just one buy!

call your H-R man now!















6 September 1958 • Vol. 12, No. 36

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## DIGEST OF ARTICLES

## SPECIAL REPORT ON VIDEOTAPE

- 29 BY YEAR'S END ABOUT 250 TAPE RECORDERS WILL BE IN USE AND TV WILL BE WELL INTO A REVOLUTION
- 30 VIDEOTAPE—HOW IT WORKS, WHAT IT COSTS, AND WHAT IT DOES FOR ADVERTISER AND BROADCASTER
- 32 CLIENTS, AGENCIES AND STATIONS ARE FINDING NEW WAYS TO USE TAPE. HERE ARE SOME CASE HISTORIES

#### What a timebuyer can do to get ahead

34 Top executives who started out as timebuvers give tips, hints, some practical DO's and DON'Ts to today's young men following in their steps

## Why merchandise a syndicated show?

36 More and more advertisers find that well-planned merchandising marks the difference between the success or failure of a syndicated show

#### How radio sells a quality image for sterling silver

37 When sterling silver manufacturers wanted to change the "image" of their wares, they employed a new and effective strategy for radio

#### The last of the whitecoats

38 What will happen after New Year's when NAB cracks down on medic dramatizations in commercials? Here's the dope on doctor's dilemma

## O'Connell's streamlined rate card

40 Agency timebuyers applaud representative's plan to cut down on the paperwork. But some favor the retention of the frequency discount

## Dixie Cup hard sells with net saturation

42 This company used a new twist to get the most impact per ad dollarthey condensed a year-long net tv campaign into one-month saturation

## An early look at fall ty

43 Network tv's lineup is beginning to take shape, with 32 of the summer shows being replaced during the period 30 August through 26 September

## SPONSOR ASKS: How will independents program against network competition?

54 Four major independent stations reveal their strategy for programing in the fall battle against the highly competitive network lineup

### **FEATURES**

- 65 Film-Scope
- 24 49th and Madison
- 66 Marketing Week
- 72 News & Idea Wrap-Up
- 4 Newsmaker of the Week
- 72 Picture Wrap-Up
- 12 Sponsor Backstage
- 68 Sponsor Hears

- 17 Sponsor-Scope
- 84 Sponsor Speaks
- 61 Spot Buys
- 84 Ten Second Spots
  - 8 Timebuyers at Work
- 82 Tv and Radio Newsmakers
- 70 Tv Results
- 67 Washington Week

Editor and Publisher Norman R Glann

Secretary-Treasurer

Elaine Couper Glann

VP-Assistant Publisher Bernard Platt

## EDITORIAL DEPARTMENT

Executive Editor

ohe E McMillie

Managing Editor Alvin W Outcall

News Editor Ben Bodec

Special Projects Editor Alfred J. Jaffe

Senior Editor

W. F. Miksch Associate Editor

Russ Carpenter Midwest Editor (Chicago)

Gwen Smart

Western Editor (Los Angeles) Pete Rankin

Film Editor

Beth Drexler Brod Assistant Editors

Jack Lindrup Gloria Florowitz

Contributing Editor Joe Cside

**Production Editor** Florence B. Hamsher

#### ADVERTISING DEPARTMENT Sales Manager

James H. Fuller

Advertising Promotion Manager

Jane Pinkerton

VP-Western Manager

Edwin D. Cooper

Southern Manager Herb Martin

Production Manager Jane E. Perry

Sandra Lee Oncay, Asst

Administrative State Dorris Bowers

George Becke Jessie Ritter

Circulation Department

Seymour Weber Emily Cutillo Harry B. Fleischman

Accounting Department

Laura Oken Laura Datro

Readers' Service Marion Sawyer

Member of Business Publications Audit of Circulations Inc.

**BPA** 

SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC. combined with TV. Executive Editorial Circus Internal Control Inc. 1991. St. 4991. St. 499

©1958 Sponsor Publications Inc.

## Announcement

WMBR-TV, Channel 4,

Jacksonville, Florida,

will change its

call letters to

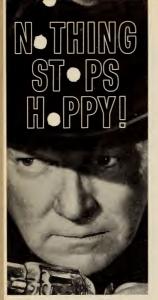


Channel 4, effective Sept. 14, 1958

An Affiliate of the CBS Television Network

Represented by CBS Television Spot Sales

Operated by The Washington Post Broadcast Division



Half-hour or hour format, first or umpteenth time around, Hopalong Cassidy is unstoppable, no matter how you figure it!

RATING (ARB '58, 1st half-year):
Fresno - 19.4.
Huntington - 24.0.
Johnstown - 31.9.

All sixth run!

SHARE (ARB '58, 1st half-year): First run in Knoxville-79%. Sixth run in Minneapolis-St. Paul-82%. Nineteenth run in New York-32%.

AUDIENCE GAINS (ARB '58 over comparable '57): Indianapolis-up 90x! Baltimore-up 113x! Spokane-up 114x!

CPM VIEWERS ('58 ARB, SRDS rates, TV Magazine set count):
Half-hour: Baltimore \$.48;
Johnstown \$.22; Detroit \$.48!
Full hour: Boston \$.62;
Minneapolis-St. Paul \$.58; St. Louis \$.34!
If you have any questions, shoot!

VICTORY SALES



# NEWSMAKER of the week

Last week, a distinguished SPONSOR alumnus was named to one of the biggest jobs in the ad agency business. Former SPONSOR tv columnist Robert L. Foreman was appointed head of all BBDO creative services, with responsibility for copy, art, radio, television and public relations.

The newsmaker: In his handsome 10th floor office at 383 Madison Avenue last week, Bob Foreman's telephone was unsually busy. First, there were endless callers congratulating the BBDO executive vice president (and plans board head) on his first novel, "The Hot Half Hour," on sale this month. And second, there were even more callers congratulating Foreman on his appointment as head of all BBDO creative services, involving supervision of approximately 500 people.

To young (42), articulate Bob Foreman, congratulations have

To young (42.7, articulate Drome early and frequently. At 32, he was a v.p. of BBDO and head of the radio writing department. Later he moved up to become head of the whole radio/tv department. Only three years ago, at 39, he was elected to BBDO's board of directors, and only last year was made executive v.p. in charge of the agency's plans board.

In his new role (v.p.'s of six major departments report directly to him), Foreman anticipates two major challenges. The first is the



Robert I. Foreman

"integration" of print and tv copy, to see that creative effort is channeled most effectively and efficiently. The second is to see that his creative people take the greatest advantage of BBDO's marketing and research operations. "There is a greater need for creativity today than ever before," he says. "but it must be channeled, with direction, to he a real asset."

Foreman has worked closely with BBDO president Charles Brower for almost all of the 19 years Foreman has been with BBDO, now succeeds Brower as creative head. Foreman will probably remain as plans board head, mainly, he says, "because they don't want to move that big conference table out of my office."

A tv columnist for SPONSOR for many years, and author of "An Ad Man Ad-Libs on TV," Foreman wrote his about-to-be-published novel in longhand on Connecticut commuting trains and while lying in bed. He started the book last December and finished it in April, eight months ahead of schedule. Two motion picture companies are interested in the book which concerns a half-hour tv quiz show and the people whose lives are influenced by it.

Foreman, his wife and three children live in Weston, Conn. An avid fly fisherman, hunter, theater-goer (and "angel"), he also collects articles of early Americana and rebuilds antique furniture.

## Omaha's Largest and Finest Film Collection...



When you want to reach every member of the family in the prosperous Omaha market, use KETV's leading feature films. Latest 1958 ARB ranks them Number One in Omaha giving sponsors a 17.2 average rating for the 9:35 early evening Movie Masterpiece alone!

KETV owns more than 1,700 feature films from Hollywood's major studios. This gives KETV the leading film collection in Omaha and one of the foremost in the entire nation.

In Omaha, everyone knows that KETV is....

The Station that plans for movie fans!





## Season ticket on the bench

They say Chic Harley started it. From the day Ohio State's first All-American shattered the Michigan jinx, Central Ohioans have shared an insatiable, almost ferocious, sports appetite. It isn't really true that our natives request burial out near Ohio Stadium, but nowhere else are sports paths so heavily traveled.

That's why WBNS-TV provides reserved seats for major league baseball, football, hockey, racing and a string of special events. That's why "Coach of the Year" Woody Hayes is in his eighth season with us and Don Mack, a crusty, individualistic hunter and fisherman is now in his tenth year "Outdoors" on Channel 10.

The roof nearly blew off the weekend of the state high school basketball finals. 200,000 fans wanted 13,500 seats. WBNS-TV, as a matter of course, cancelled a clutch of prime network time and spot billing to carry the games. When our underdog North



High kids broke Middletown's 76-game victory string, we were delirious. When they lost the finals in double overtime, we just didn't feel like talking about it.

Sometime remind us to show you all those nice letters from folks who appreciated our part in the affair. Response such as this is warmer than coin to a station that enjoys perfect rapport with its Central Ohio neighbors. It also motivates Madison Avenue to say with authority, "If you want to be seen in Central Ohio—WBNS-TV."

## **WBNS-TV**

CBS Television in Columbus, Ohio Market center of 2,000,000 people

Affiliated with The Columbus Dispatch 316 kw. Represented by Blair TV She has such engaging ways...



You'll be captivated by her charming response to your sales persuasions

on KOIN-TV

in Portland and 30 surrounding Oregon and Washington counties. The pockets of the gentlemen at CBS-TV Spot Sales are fairly bulging with rave notices of her spending habits

> and of the stratospheric ratings of her station.

KOIN-TV.



## **Timebuyers** at work

Peggy Hughes Reed, Bryan Houston, Inc., New York, likes being an all-media buyer. "We have found that the all-media buying system is far more productive for clients. Each individual advertiser knows that all the media people working on his account are concerned solely with the best media combination for advertising

his product, rather than with ways to secure a larger percentage of the budget for the medium they buy." Peggy feels that the allmedia buying system, by doing away with inter-media battles within the media department itself, puts the focus of Houston media executives where it should be: on the development of an effective media strategy for the client. "The media strategy for a product then develops naturally



from the product's needs rather than from any in-built media prejudice." Besides, adds Peggy, all-media buying is far more interesting for the buyer who develops broader marketing knowledge by knowing an account's entire media pattern. Peggy also prefers the "closer account group and client contact these systems make possible."

Marvin D. Berns, J. Walter Thompson Co., Chicago, thinks that spot radio's spectacular growth has made buying this medium one of the most difficult media functions. "In many instances we are faced with a multitude of market variables-how to properly analyze and apply these variables is the buyer's principal responsibility."



The rep, Marvin feels, is one of the most important sources of information on these variables. Without him, and the leading weekly trade publications, the buyer would have to rely solely upon the rating services. Marvin emphasizes that a statistical survey, however well established, is not the exclusive answer to buying spot. "We are dealing here primarily with audiences - with men and women of all age groups

and all occupations. Though their living patterns are often similar, their listening habits vary widely and are difficult to gauge, both within one region and from one region to the other. The reps are aware of local trends, can provide us with this essential data."

# RUB DUB DUB



THREE MEN IN A TUB... is a pretty outmoded way of getting anywhere in our estimation. And the same holds true for three spots on a break. While some TV stations are still at sea about the situation, we have a firm policy that we will not sell more than two spots on any station break.

KSLA-TV is also a strict subscriber to the NAB

Television Code of Good Practice. No
pitches . . . no PI's . . . and equally as important to
the TV industry as a whole, no rate cutting.

So please don't ask us to triple spot. Our Captain's a stickler for keeping his log up-to-date.



See our service advertisement in Standard Rate and Data Service.

Represented by PAUL H. RAYMER CO., INC.



This is the first in a series about successful people in advertising, Peters, Griffin, Woodward, Inc. Spot Television

## MR. THINKBIGLY

... who likes to advertise in a big way, with big names, big shows, big space — all the things that he'd been told would put his company in the big time.

Mr. Thinkbigly did very well!

Then he discovered that he could get his advertising before bigger audiences by putting a good part of his budget in spot television. Now Mr. Thinkbigly is showing bigger sales, and a bigger profit — and he likes that in a much bigger way.

Your PGW Colonel would like to send you a copy of "A Local Affair", a booklet which will show you how big spot television is on the local scene, where sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.

## 

EAST

MIDWEST

				WHU-IV	Des moines	13	NBC	WBZ-14	poston	- 4	NDU	
				W0C-TV	Davenport	6	NBC	WGR-TV	Buffalo	2	ABC	
WEST				WDSM-TV	Duluth-Superior	6	NBC-ABC	KYW-TV	Cleveland	3	NBC	
KB01-TV	Boise	2	CBS	WDAY-TV	Fargo	6	NBC-ABC	WWJ-TV	Detroit	4	NBC	
KBTV	Denver		ABC	KMBC-TV	Kansas City	9	ABC	WJIM-TV	Lansing	6	CBS	
KGMB-TV	Honolulu		CBS	WISC-TV	Madison, Wis.	3	CBS	WPIX	New York	11	IND	
		9	CDS	WCCO-TV	Minneapolis-St. Paul	4	CBS	KDKA-TV	Pittsburgh	2	CBS	
KMAU KHBC	-TV Hawaii Los Angeles	5	IND	WMBD-TV		31	CBS	WROC-TV	Rochester	5	NBC	
KRON-TV KIRO-TV	San Francisco Seattle-Tacoma		NBC CBS	SOUTHW	/EST			SOUTHE	AST			
KINO-IV	Seattle-Taconia	,	UDS	KFDM-TV	Beaumont	6	CBS	WCSC-TV	Charleston,	3. C	. 5	CBS
				KRIS-TV	Corpus Christi	6	NBC	WIS-TV	Columbia, S	. C.	10	NBC
				WBAP-TV	Fort Worth-Dallas	5	NBC	WSVA-TV	Harrisonburg	, V	a. 3	ALL
				KENS-TV	San Antonio	5	CBS	WFGA-TV	Jacksonville		12	NBC
								WTVJ	Miami		4	CBS
								WDBJ-TV	Roanoke		7	CBS



Pioneer Station Representatives Since 1932

NEW YORK . CHICAGO . DETROIT . HOLLYWOOD . ATLANTA . DALLAS . FT. WORTH . SAN FRANCISCO

## BALTIMORE TV SUCCESS STORIES



TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM Represented by THE KATZ AGENCY, Inc. New York, Detroit, St. Louis, Son Froncisco, Chicago, Atlanto, Dollas, Las Angeles



# Sponsor backstage

## Pay tv's hand keeps writing

I did better this time. When Sugar Ray Robinson and Carmen Basilio slugged it out for the second time last March, I was in Fort Lauderdale, and wasn't able to buy a seat for the closed circuit theater telecast in the whole Miami-Fort Lauderdale area. This time I got seats for myself and my boy. Joe, at Loew's State in New York. For \$5 apiece. But even with my \$10,



prexy Irving Kahn and his Closed Communications Division of the Teleprompter Corp. didn't do nearly as well this time for the Floyd Patterson-Roy Harris fight as they did for the Robinson-Basilio brawl. \$1,400,000 was approximately the gross take from the closed circuit tv show last March, and somewhere around \$700,000 was probably the gross for the heavyweight title go on August 18.

## All it takes is a champ

Omit flowers, however. \$700,000 plus \$202,764 which was the net gate reported by promoter Bill Rosensohn to the California Boxing Commission, is close to the promoter's \$1,000,000 dream gate. In the days of old before tv it took tussles like Dempsey versus Carpentier to hit that million. If you saw Patterson push around Harris, you know that today it just takes a champ, however inactive and untested, and a guy who doesn't even know how to protect himself coming out of a clinch and pay television to hit a million. Well, not quite just those ingredients. But those ingredients plus a good, workmanlike job of promotion and publicity which, after all, is everyday routine for any good showman or show firm.

For Gillette, Pabst, Ballantine, Winston's and countless other sponsors of prize fights, ball games or major sporting events of any kind the final tally on the Patterson-Harris pay tv showing is just another line the hand writes upon the wall. Pay tv, scribbles the hand, looms. Pay tv, in some form, whether via closed circuit in theaters or via leased lines in the home, or conceivably, ultimately via the people's air is a-comin'.

As far as the sports end of it is concerned, it becomes increasingly clear that some of the brightest and most experienced of the sports observers have no doubt that pay tv is as inevitable as tomorrow's sunrise. Here's what Hearst's Bill Corum in his "Sports Today" column in the New York Iournal American said after the Patterson-Harris thing: "... The closed circuit tv of the Patterson-Harris fight was a financial success even though it suffered by comparison with Robinson and Basilio. It was particularly successful for champion Patterson, who will get approximately \$310,000, far and away the largest purse of his career. No sponsor or group of sponsors on network tv would dream of paying Patterson \$300,000 to fight anybody, and especially an unknown such as Harris. . . . It shouldn't be hard for anybody to see, therefore, that the major fights of the future are not going to be seen on what is called free television. The freeloaders will resent this and some Congressmen

probably will beat their gums about it in Washington. But there it is and nobody is going to stop it permanently because it is progress, which nobody ever stops permanently... Each day we come a little closer to the time when those who want to see these sports (baseball, football, boxing, etc.) will pay a reasonable fee to watch the events in which they are interested... This doesn't mean that I think theatre-tv is the final answer, because I don't. Even with fights which would appear to be its best bet, the guess here is that it is a passing phase in the ultimate change-over to pay-tv, accompanied by free tv in the home...."

#### Old ladies of Keokuk

Corum's colleague and possibly the most highly respected man writing on sports today, Red Smith of the New York Herald Tribune had this to say on the situation:

"If this (referring to the Patterson-Harris fight) wasn't the dawn of a new era in boxing, then at least it added a new dimension to fight promotion. . . . In the past the promoter sold his show to radio, home television, or closed-circuit, and cut the fighters in on the take. This time, the closed-circuit firm operated, in effect, as the promoter. The Teleprompter Corp. made the flat guarantees, \$150,000 minimum to Patterson plus \$60,000 toward the \$100,000 which the champion promised to Harris. . . . Certain comparisons are inevitable. The biggest price ever paid by a sponsor of home ty was \$300,000 for the second Marciano-Walcott fight. Under the terms standard then, the champion would get 40 per cent of that from the promoter or \$120,000. This must be compared with Patterson's \$270,000 or better for a dogmeat attraction . . . if sponsors of home ty couldn't get any championship fights because the theatres were getting them all, how long would they continue to pay for secondary attractions? . . . For years it has been felt that television was creating a vast new body of fight fans, among old ladies in Keokuk who never went to an arena. . . . Some day, somehow, it seemed, boxing would find a way of cashing in on its new public. It begins to appear that closed-circuit shows may offer a partial answer. . . .

#### Pay ty's a comin'

I don't know how imminent pay-tv for theatre or home is, nor in what form it will arrive, but I agree with Corum, Smith and many others as to its inevitability. And I believe, as I have stated before, that it will present major programing other than sporting events. And it appears that some other people feel the same way. Last week the stock of Skiatron Electronic and Television Corp., who hold the pay-tv rights to the Dodger-Giant games Corum was discussing, hit its highest peak, \$7 per share. Maybe it's a promotion, and maybe it isn't. Maybe Skiatron will be one of pay-tv's hot firms, and maybe it won't. But that hand keeps writing. Pay it heed.

#### Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.



SHREVEPORT, LOUISIANA

BC

NBC

NBC

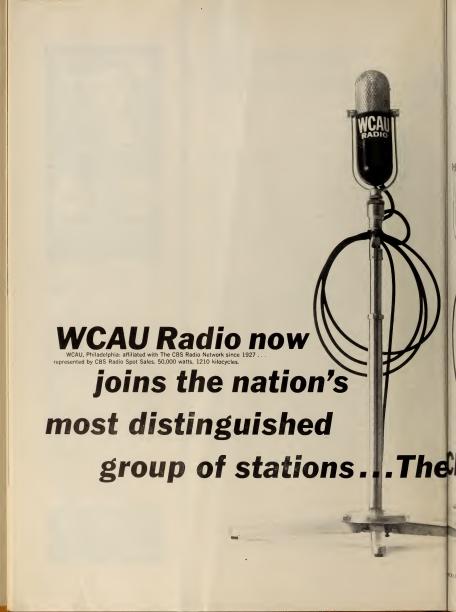
NBC

NBC

NBC

NC.S. No. 3, Spring 155

Specify KTBS-TV with dominant Nielsen and dominant ARB...the best buy in Shreveport! See your





**CBS-Owned Radio Stations** 

## Consider the Family...

Among people living together, attitudes become contagious; appraval or rejection an unconscious unanimous reaction. Praperly motivated, the family unit can adopt a favorable viewpoint, will respond to a challenge attractively presented.



## BARTELL FAMILY RADIO

in the past ten years has developed a programing attuned to family participation, creating a companionable climate of unreserved acceptance . . . not by one age group alone, but by all members.

Excessive program appeal to one or another of the family is a temptation which Bartell Family Radio avoids unrelentingly. A balanced programing

## REACHES THEM ALL

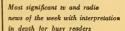
and that's the ideal audience . . . for station loyalty . . . for maximum buyership.

## BARTELL IT . . . AND SELL IT!



AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.

16





6 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

## **SPONSOR-SCOPE**

What will the fourth quarter of 1958 be like for the air media?

SPONSOR-SCOPE this week took the pulse of the pace-setters, and here's a digest of the readings;

SPOT TV: As bullish as a guy with a block of P&G stock. Broadcasters in the major markets may need shoehorns to make room for more business. This will apply particularly to daytime. (See more on the daytime theme below.)

SPOT RADIO: Campaigns will continue to consist of the limited-run variety, but there'll be enough of them to make the national tally bigger than the year before. Like spot tv, this medium will benefit from those national advertisers who are waiting for more explicit signs of an economic upbeat.

NETWORK TV: plugging all the nighttime holes (even at bargain rates) looks pretty improbable, but the shift of advertiser interest to daytime will carry the over-all billings beyond 1957. (All networks are confident that they'll finish the quarter with a profit.)

NETWORK RADIO: The bandwagon rush isn't what it was the year before, but the outlook is for NBC to run up its biggest quarter since the medium's comeback and for CBS to show something of an edge over the like quarter of 1957.

DETROIT: If any facet of air media will be able to show any glee over the flow from this center, it will be spot radio. The auto makers' disposition is to nurse the advertising buck and to feed it out sparingly.

Spot tv is feeling the impact—in a happy way—of this fall's boom in daytime network tv.

Timebuyers this week described to SPONSOR-SCOPE these sudden twists:

- Daytime minutes have become mighty tough to clear in participating shows adjacent to network programs.
  - · Even the I.D. situation has become tight.
- It seems as though scores of accounts suddenly have decided to switch their spot strategy to daytime tv, thereby creating an availability jam that's without precedent.

As a case in point, two of the three Philadelphia stations report that they have standing room only in daytime minutes.

One timebuyer noted that the situation had this embarrassing side: His agency, after selling a client on the effectiveness of the daytime minute, now finds itself in the wry position of unselling him on that tactic and recommending daytime 20-second announcements—of which there still is a fair supply.



Planners in agencies with sizeable durable goods interests are getting a little scared by the credit squeeze being put on by Washington.

It could crimp the boom they have been anticipating for the durable field after the first of the year.

Retail inventories are getting below the safety mark; but if the bankers make it tough, this favorable situation could evaporate.

1

A&P is making its debut in tv on a national scale via a buy into the NTA Hour of Stars and the This Is Alice show.

It will have two participations in each per week.



Something to watch during the coming season: Keener preoccupation by the sponsor with the qualitative factors of his tv program as compared to the plain rating.

The advertiser will be paying more attention to the show's characters in the light of:
(1) their compatability with the commercial; (2) the ability to integrate them into
the commercial; and (3) their extra-curricular values (attendance at the sales meetings,
community affairs, etc.).

As a P&G agencyman put it: "The day's coming when pure efficiency will be just part of the quest. The program will become an inherent part of the marketing plans—as opposed to something on which you just hang the commercials."

Observed another adman: "You can predict that the reaction against westerns will come first from the advertiser and not the viewer. Their longevity can be measured by this factor: Do they increase or decrease the impact of the selling message?"

Here's a trend among the bigger spot agencies that should interest the seller:

If the timebuyer isn't familiar with a local program for which a spot availability has been submitted, he asks the program department for an opinion. And if that department knows nothing about the show, tapes or a description are sought from the station

Reason: To make sure that the contents of the program are compatible with the commercial.

National spot tv buying shows signs of moving into a real high the next two or three weeks.

Among the products that will spell action are Florida Citrus (B&B), Dentyne (DFS), and Rolaids-Clorets (Bates).

In the cold remedy field, Plough (Lake-Spiro-Shurman) is setting a 22-week schedule for St. Joseph's aspirin for children beginning 14 October, and Musterole is heading for a 15-week run effective 1 December.

An added starter: Nutrena Dog Food (Bruce Brewer, Minneapolis), eight weeks of minutes and chainbreaks in major Midwest markets. Same sponsor is mulling a spot campaign for its Faultless Starch brand.

On the national spot radio front, new business this week included:

Monticello 666 Cold Remedy (Hoyt), 22 weeks in 125 Southern and South Central materies; My-T-Fine desserts (BBDO), four weeks of seven-day saturation; Dormeyer Co. (John W. Shaw, Chicago), 13 weeks in 14 top markets.

If you've ever worked for an agency with a Chicago meat-packing account, this item should put your nostrils at ease:

Armour & Co. has moved its general offices from the stockyards to a Loop location (401 N. Wabash).

Ampex didn't seem perturbed this week by the reasons that WGN-TV, Chicago, gave for shelving plans to syndicate Ding Dong School via videotape.

Word out of the station was that the project had been called off because of "technical difficulties beyond WGN's control"—notably "the delay in the development of duplicating and distribution centers for Ampex tape."

Ampex's rejoinder: (1) It could be that Ding Dong School was too "tired" a property for syndication; (2) Ampex is still in the process of licking the problem of program duplication, though it is installing its first duplicator for commercials; (3) the right engineering manpower is the answer to the duplicating problem.

Meanwhile Ampex says that by the end of the year the top 50 markets will be equipped with its tape machines. (Tv homes in these markets: 38 million.)

(For further updating on the videotape situation, see page 29.)



Over \$1.1 million in weekly program costs are involved in the 26 sponsored network to shows scheduled to make their debut in the next few weeks. Thus:

PROGRAM	AVG. WEEKLY COST	PROGRAM	AVG. WEEKLY COST
	(PROGRAM ONLY)		(PROGRAM ONLY)
Anybody Can Play	\$21,000	Naked City	\$37,000
Behind Closed Doors	38,000	Northwest Passage	48,000
Milton Berle	50,000	Patti Page Show	40,000
Brains & Brawn	45,000	Pursuit	45,000**
Steve Canyon	44,000	Ellery Queen	55,000**
Derringer	38,000	Donna Reed Show	53,000*
Desilu Playhouse	82,000	Rifleman	36,000
Jackie Gleason	58,000	Rough Riders	47,000*
Peter Gunn	38,000	77 Sunset Strip	82,000**
Lawman	38,000	Ann Sothern Show	40,000
Man with Camera	26,000	The Texan	37,000
Bat Masterson	38,500	Wanted-Dead or Ali-	ve 39,000
Garry Moore Show	77,000**	Ed Wynn Show	40,000

<sup>\*</sup>Price includes repeats. \*\*Price for full hour; sold in segments.

Of the 26 new network tv shows listed above, 11 fall into the action category.

By types they break down thus: westerns, 6; adventure, 5; situation comedy, 4; variety, 3; mystery, 3; musical, 2; games, 2; anthology, 1.

Nineteen will come by way of film.



Bid and Buy can be had from Revlon for the final quarter of 1958.

The cosmetic firm would like to bow out of the show for the pre-Christmas season.

Meantime it's not sure where the show will be located. Two spots under consideration are on ABC TV, Sunday 9-9:30 p.m., and on NBC TV, Thursday 7:30-8 p.m.

Net price: \$16,500 for the programing and \$15,000 for prizes.



Nostalgia has become somewhat of a drug on tv.

Admen say that research indicates that the vast majority of viewers has little interest in the great names of yesteryear. Anyway, the theme is something they can't sell to clients.

Major handicaps are: 1) the kids, who are so important in controlling the dial; and 2) the young housewife, who prefers to contemplate stars she can identify with her times.



NCS #3 should prove a boon to the networks in selling longer station lineups.

Agency media analysts report that the latest Nielsen coverage survey has made this quite manifest: The coverage circles for tv stations are getting tighter than ever.

In other words, viewers are not straining so much for the distant outlet anymore. Hence if an advertiser wants to make sure he's got the maximum potential audience within a desirable marketing area, it would be prudent to buy a station there.



CBS TV Station Relations got a mixed reaction from affiliates on the question of extending the one-minute chainbreak concept.

The network's affiliate board at last week's conference in the Bahamas reported that stations in the smaller markets like the idea but it didn't take so well with affiliates in the larger markets.

Compromise: CBS TV will add another minute chainbreak to the one it's got now (scheduled around noon).



Chicago reps should find in Burnett a continuing source of spot revenue even after the buying for Kellogg has been wrapped up.

The bright tidings for them:

Jif Beannt Butter and Camay, which went network a month ago, are returning to spot.

Jif starts this month with a limited budget to supplement network in about 70 markets via participations in children's shows, while Camay is likewise slated for a fall spot run but with a limited budget.

P.S.: The buying for Kellogg so far has covered the top 75 markets. The lesser markets still are in the transaction mill.

All in all, Chicago reps—basing their prediction on soundings taken among agencies—are looking forward to a record season in spot tv.

They start off with the thesis that buying spot tv seems to be "in style" this year, then get down to such specifics as:

Manufacturers have found that they can get stronger merchandising at the local level when marketing campaigns are based on a market-by-market concept.

 The high birth rate of new products demands maximum flexibility in media use and efficiency.

• Today's keynote in product advertising is to concentrate on those markets that offer the greatest sales potential, instead of scattering it around indiscriminately.



The beer business this summer has had some strange paradoxes.

Sales across the country have been up 3.4% over last summer, but the small regional and local brewers have been crying in their suds.

The complaints from that group have been loudest in the Northeast. They attribute their drop in sales to a cold and wet summer, while the big companies credit their uplift to a fairly consistent hot season.

-

Rural stations, according to Midwest marketing philosophers, stand to benefit from a laboratory development affecting pork production.

Manufacturers of hog medicinals soon will be putting on the market a concoction that promises to change the reproductive habits of that animal.

The porkers usually breed twice annually. Via the new product—and some cross-breeding—multiplication will be able to take place around the calendar.



The trend toward more and more planning and buying on a regional level has created no small problem among the bigger agencies.

Facing them is this challenge:

How to convert their thinking from the national media formula to the media strategy required for a brand under local conditions.

The specific task is to devise the best media combination for local situations — but without getting the client's national picture out of whack.

There's also a personal factor in all this strategy: the position of the regional or divisional sales manager vs. the national ad manager. Once a district man gets a taste of media power—like spending \$150,000 in his own backyard—it's tough to dislodge him and persuade him to return his area's budgetary control to the national ad manager.

(For an analysis of how the rise of the private label has veered advertising of national brands toward greater localization, see 30 August sponsor, page 29.)



For other news coverage in this leave, see Newsmaker of the Week, page 4; Spot Buys, page 61; News and Idea Wrap-Up, page 72; Washington Week, page 67; SPONSOR Hears, page 68; Tv and Radio Newsmakers, page 82; and Film-Scope, page 65.



is the basic medium for your advertising

Every advertising plan needs a solid foundation-medium. On any product for Home or Family, that medium is PURSE-SUASION. With 20 salesmessages every week-rotated week-after-week to reach a station's entire daytime audience-PURSE-SUASION combines the persistence of saturation with the triple impact of sight plus sound plus motion, the impact only television can deliver. And you can buy it at an economy-figure comparable to the time-and-talent cost of a single daytime network quarterhour. Get the complete, market-by-market details from Blair-TV.

## Blair-TV represents: Albany-Schenectady-Troy

WFBG-TV - Altoona WJZ-TV - Baltimore WNBF-TV - Binghamton WHDH-TV - Boston WBKB - Chicago WCPO-TV - Cincinnati WEWS - Cleveland WBNS-TV - Columbus KFJZ-TV - Dallas-Ft. Worth WXYZ-TV - Detroit KFRE-TV - Fresno WNHC-TV -

Hartford-New Haven

W-TEN -

KTTV - Los Angeles WMCT - Memphis WDSU-TV - New Orleans WABC-TV - New York WOW-TV - Omaha WFIL-TV - Phildelphia WIIC - Pittsburgh KGW-TV - Portland WPRO-TV - Providence KGO-TV - San Francisco KING-TV-Seattle-Tacoma KTVI - St. Louis

Tampa-St. Petersburg

WELA-TV-

TELEVISION'S FIRST EXCLUSIVE NATIONAL REPRESENTATIVE





29,300,000 VIEWERS EVERY WEEK!

BEATS 85% OF ALL NIGHT-TIME NETWORK SHOWS!



## It Happened In Memphis!

Bert Ferguson Exec. Vice-President, WDIA



A big success story began in Memphis, just ten years ago when WD1A, only 50,000 watt station in the area, began to program exclusively to Negroes. Now WD1A reaches—and sells—1,237,686 Negroes! Almost 10% of the nation's entire Negro population'

The Vegro market—as reached by WD1A—is the biggest market of its kind in the entire country, Negroes in WD1A's big listening-buying audience earned \$616.294,100 last year, Negroes make up 40% of the Memphis market. And they spent, on the average, 30% of this income on consumer goods.

## MARKET UNLIMITED!

WDIA's national advertisers include: THE BORDEN COMPANY, COLGATE-PALMOLIVE COMPANY, NATIONAL BISCUIT COMPANY, BRISTOL-MYERS COMPANY, GULF OIL.

Memphis Negroes listen most to WDIA! In the March-April 1958 Nielsen Station Index, Sunday—Saturday, WDIA totaled an overwhelming 52% more rating points than Station B:

Station	Total Rating
WDIA	528.2
Sta. B	337.1
Sta. C	284.1
Sta. D	278.8
Sta. E	137.4
Sta. F	101.3
Sta. G	74.1

Drop us a line. Let us prove to you: If you want acceptance—and buying action—in the Memphis Negro Market, you want WDIA!

WDIA is represented nationally by John E. Pearson Company

EGMONT SONDERLING, President HAROLD WALKER, Vice-President, Sales

# 49th and Madison

Kudos for Commentary

On behalf of Atlantis Sales Corporation our creative group and our account group, thanks for the kind words you had for French's Instant Mashed Potato film commercials in your August 16th "Commercial Commentary." There is no need to describe the "lift" that is provided by such acknowledgment. Mr. McMillin is to be congratulated on his keen analysis of French's Instant Potato marketing problems and his relating of commercial elements to the problem. It was amazingly accurate and followed our copy platform almost to the letter.

His judgment is further endorsed by the consumer reaction we have had since broad advertising—all television—began one year ago. In many quarters, the sales progress of French's Instant Potato has been called "the grocery success story of the year." Within that time our product has moved into that exclusive inner circle of products that sell at the rate of better than one case weekly in the average supermarket.

> W. D. Yeager, Jr. J. Walter Thompson New York

Rate ruckus

Congratulations are in order for the excellent article in your August 16th issue focusing attention on the deplorable rate situation.

Tracy Locke Company of Dallas also deserves praise for their very constructive approach to the situation which is in direct contrast to that of many others.

Won't it be wonderful for everybody concerned—advertising agencies, representatives, and stations—when there is one rate applying to all? Keep up the good work!

Charles F. Dilcher Atlanta John Blair & Company

From the author

Maybe you think I shouldn't have been, but I was a little amazed at the response I got from my "How to Improve Your Community Relations" ar-

ticle in the July 26th issue of sponsor.

Roughly 50 letters have so far come in asking for reprints, or telling me how the writer intends to use the suggestions, or asking where to get the recorded "Economic Briefs" which, maybe not so incidentally, were recorded by George V. Denny, Jr. of American Town Meeting fame.

But even more gratifying than these, were many letters of greeting from old friends from all over the country, some of whom I had not been in touch with for years.

SPONSOR, I can testify, really gets around.

H. E. Ringgold New York

 Anyone wanting to get information on the George Denny recorded "Economics in Brief" messages can do so by contacting Tom Ellsworth at 150 East 35th St., Room 540, New York City.

## SPONSOR Directory

Kindly send me my copy of sponson's 5-City Tv/Radio Directory—1958-59 edition. Thank you very much for a great magazine—I enjoy sponson every week.

Michael J. Ludgate Pittsburgh, Pa.

I would be much obliged if you could send me a copy of your latest radio & tv directory. Certainly in the past number of years we couldn't operate without it.

> Henry E. Karpus, vice president, tv/radio E. W. Reynolds, Ltd. Toronto

 Copies of the 1958-59 edition are available to our readers at 25c each.

We would like to point out an omission from your recently issued "5-City Tv/Radio Directory," Under the heading of Detroit you have left out the Maxon Inc. listing. We feel sure this is an oversight because the agency's name is included in both the New York and Chicago listings.

Assuming that you will be re-issuing this directory from time to time, we would appreciate correction in the next printing.

P. C. Beatty media dir., Maxon Advtg. Detroit Radic Telescon Cowed of Cinche Chea protects to Annual Gold Frame Program Doord KFAB

\*\*Continuing local programming in Special Series "Editorial Voice"

1958

\*\*Continuing Local Programming in Special Series "Editorial Voice"

1958

\*\*Continuing Local Programming in Special Series "Editorial Voice"

\*\*The Continuing Local Programming in Special Series "Editorial Voice"

\*\*The Continuing Local Programming in Special Series Se

An editorial voice that is

# **KFABULOUS**





Last summer KFAB started a broad, new concept in midwest radio. One of the key features of this crisp, new programing was the award-winning "Editorial Voice" speaking out on important issues of the day. Another was the bright, provocative morning program, "The Morning Watch" ... also an award winner. Programs and features ... like "The Morning Watch" and "The Editorial Voice," combined with top rated personalities, have accounted for the big audience swing to KFAB in the Big Omaha Market. . . . the BIGGEST award of all.

Get all the facts on the new KFAB from Petry — or from E. R. Morrison, KFAB's General Sales Manager.



BASIC NBC 50,000 WATS
ANTIBILITY OF THE PROPERTY OF THE PROPER



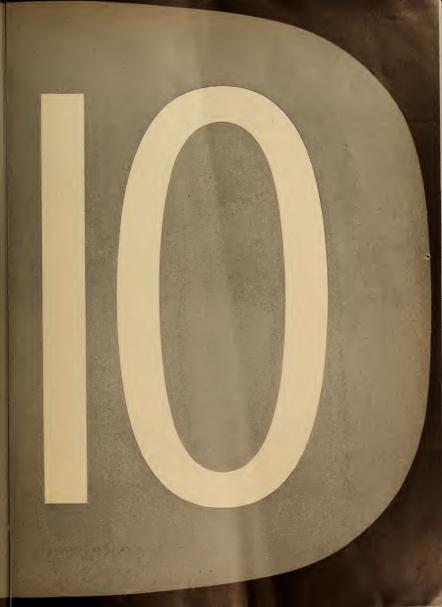
serving the nation's fourth market, is

Represented, as before, by CBS Television **Spot Sales** 

CBS TELEVISION STATIONS



**PHILADELPHIA** WCAU-TV



buy St. Louis à la card\*

KTVI rate card...your lowest cost per thousand TV buy in St. Louis

Represented nationally

BLAIR-TV

KTVI 2



ST. LOUIS



TAPE STATUS REPORT

# Tv's Revolutionary Videotape

It's hard to believe that a two-inch wide plastic ribbon can revolutionize a multi-million dollar industry. But that is just what is happening in television.

The ribbon is videotape which, in about every nine inches of its length, packs one second of sight and sound ready for play-back a fraction of a second later.

Since it burst upon the tv scene a little over two years ago, it has stirred up imagination, creativity and—in some areas—bitter controversy. It has already changed television programing and advertising at national and local levels. Yet the revolution it fomented has only begun. Where it will end—if ever—is anybody's guess.

To advertiser and broadcaster, videotape holds out the promise of economy, flexibility and immediacy. Indeed it has already begun to deliver them. Advertisers are finding economy and flexibility in taped commercials. Networks licked time-zone and Daylight Saving problems with tape. Those local stations that have installed recorders are taking advantage of tape's immediacy both in news coverage and producing on-the-spot commercials for local advertising clients. Tape, as will be shown later, is even opening up a whole new technique in the buying and selling of air time.

Now, in the U.S. there are slightly more than 100 Ampex recorders in use. Their users are a half-dozen commercial producing firms, all three ty nets, and 43 individual stations. By year's end, Ampex president Neal K. McNaughton predicts there will be 250 recorders in use, "substantially in local station application." Camden, N. J. plant of RCA also is turning our recorders—for color.

With such industry acceptance (amazing since each b&w unit costs about \$50,000), SPONSOR has set out to learn what the industry is doing with tape and how it will shape television's future.

PART 1 ONE

#### Where tape stands today

Every end of the tv industry seems destined to feel the effect of videotape which in slightly more than two years has penetrated nets, ad agencies, producers, stations

#### How national clients use tape

East Coast, West Coast, all around the land, major accounts are turning to tape for "live" commercials. Here are reports from the tv network capitals of the US. page 32

#### **NEXT WEEK**

How the individual stations are using their recorders. Of especial importance will be the results of a survey of videotape users conducted by one of the largest broadcast firms in the business

# Television heads for transition as vide

- A half dozen tv commercial producers, the three networks and 43 stations are the spearhead for tape
- Advertisers are quick to grasp its possibilities, are starting to move in on national as well as on local levels

An atomic bomb detonated in the Ampex Corp. suite at Chicago's Conrad Hilton hotel during the April 1956 convention of NARTB (now NAB) could not have had more far-reaching effects on broadcast advertising than did the unveiling of the Ampex videotape recorder. Within five days, this West Coast manufacturer had over \$4

million in advance orders on its books.

Why? What could possibly explain such spontaneoeus acceptance? What brought some admen and tv producers, who had planned to forego the convention, suddenly winging into Chicago? It wasn't as if the idea of videotape was new. A number of laboratories had already shown that sight and

Producers take up tape: Filmways tapes a tv commercial at its New York studios; promotes its new service as "Delayed Live Broadcasts"

sound could be mixed on the same tape that previously had been in wide use for sound alone. The only trouble had been that to do it you'd wind up with reels of tape the size of cartwheels which would have to be changed every few minutes. The Ampex "bomb-shell" was the fact that pix-and-audio could be packed on practical-size reels. For the tv industry, the invention was comparable with the discovery of pasteurization or penicillin in medicine.

In the two-and-one-half years since, Ampex has produced and delivered about \$8 million worth of recorders alone, not to mention its sales of tape and parts. By the beginning of 1959, this volume should swell to \$12.5 mil-

# ape gets into the act

lion. An all-out, crash program has enabled the company to turn out, since last November, about 20 videotape recorders a month-or about one each day. In its last fiscal year, Ampex did a gross business of \$30 million; the year before, its volume amounted to \$18 million. This does not mean that recorders have accounted for the lion's share of this gain since the company also is heavy in instrumentalization (from giant computers to tiny gadgets that fit into the nose-cones of guided missiles). But the videotape equipment has played a substantial role, and a total of 150 recorders are now in operation.

So now that videotape has gained such an enviable beachhead and its invasion of tv has begun, the question is: Where does it go from here? The answer: Almost anywhere.

Already a number of national network tv advertising clients and their agencies are using tape commercials. Some are: Colgate's Palmolive soap (Ted Bates), Liggett & Myers' Chesterfield cigarettes (Mc-E), P&G's Tide (B&B), Lever's Imperial margarine (FC&B), Brown & Williamson's Kool cigarettes (Bates), Sealtest Dairy (N. W. Ayer), Allstate Insurance (Leo Burnett), Lever's Lux (JWT), Kellogg's cereals (Burnett). Others join the parade every week. In September, GM's Buick will do three tapes through Mc-E at NBC's Burbank, Calif., tape center. Flexibility is a major factor in many of the decisions that led such advertisers into tape.

"With tape, there's no frost on your to commercials when the robins are chirping outside," Ed Cashman, radio't vice president of Hollywood's FC&B agency, told sponsons. For Edsel, this agency taped commercials for Wagon Train, also for last fall's Crosby-Sinatra-Clooney Edsel Show. "Film would have taken time to process," Cashman went on. "The flexibility of tape allows you to change copy, selling points, add statistics, bring out new features almost immediately."

Add to this flexibility such other tape advantages as (1) economy ef-

#### **CLEARING AWAY SOME COBWEBS ABOUT TAPE**

All the Westinghouse Broadcasting stations have recorders. Here are some things WBC has found out about a videotape operation:

For repairs: Many components such as resistors, tubes, etc., are available at any supply store. Heads, of course, come from factory

Heads: Recording heads are lasting about 200 hours. Original head costs \$1,200; after that they are replaced at \$300 each Tape: A reel of tape carries an hour's programing, costs \$300, but can be erased and re-used 100 times without loss of quality

Rewind: A videotape holding a quarter-hour show can be rewound and ready for playback in as little as 10 or 12 seconds

Switching reels: On the recorder, one can switch reels of videotape in less than 30 seconds—about the time of a chain break

fected through taping a string of commercials while camera crews are on hand at the studio, (2) the spontaneity feeling of a "live" commercial yet free of fluff perils due to taping ahead of air time, (3) The ability to fit shooting schedules to the convenience of stars who might be otherwise unable to leave a Broadway stage to do a live nighttime tv commercial, (4) the immediacy factor which permits an advertiser to make a last-minute copy change in a commercial just before taking to the air.

As with goose and gander, what's good for the advertiser is good for the broadcaster. Stations and networks are discovering the same advantages in tape that are advertisers and agencies. It is like a child's erector set toy from which the list of things that can be built is virtually endless.

"Videotape opens up a whole new future of opportunities," says Donald H. McGannon, president of Westinghouse Broadcasting Co. (Each of the WBC stations owns an Ampex recorder). "The industry has been headed in the direction of automation; tape is a big step in that direction." Like others of the 43 stations that own recorders, WBC outlets are constantly discovering new ways to put their equipment to work. On-the-spot news coverage, elimination of kines, pre-airtime show production, intra-station communications, on-location commercials for local clients, sales presentations to clients who may see exactly what they get if they buy, are just a few of many station applications.

Meanwhile the networks have used tape to solve the costly, long-vexing problems of time zones and Daylight Saving (53 tape recorders are currently in use among the three webs). Now it is possible for them to keep their programing on affiliates "clock time" through delayed operations, eliminating the never-quite-satisfactory kines. At the same time they are finding their videotape useful for program development and in the production of commercials for clients.

Six commercial producers are producing or about to produce taped tv ads. They are: Filmways, Elliot, Unger and Elliot, Telestudios, Guild Films, General Videotape Service, and Videotape Productions. The latter is being financed in part by Ampex.

In the area of film producers and talent unions probably more controversy and confusion about videotape has been raised than in any other.

Among the unions, especially AFTRA and SAG, the problem is jurisdiction.

(Please turn to page 80)

# Agencies and nets move into tape

- Flexibility and economy are some key factors that are leading network television accounts into videotape
- Leo Burnett, J. Walter Thompson, McCann-Erickson are just a few agencies who have added tape to techniques

Tv commercial producers, networks and stations that have installed recording equipment report a wave of interest from agencymen and advertisers. Much of this interest is expressed in questions. How much will it cost? What can it do for us?

Answers to such queries are coming through daily as recorder owners continue experiments and as major advertising clients begin to move into videotape.

Here are some of the things that national advertisers have learned about tape and the ways they have applied it:

J. Walter Thompson claims two firsts for color tape commercials for Lever Bros. Lux Soap. These color tapes rolled into The Price 1s Right show not only were the first color tapes ever integrated into a live show, but the occasion also marked the first time that tape, color or b & w, had been integrated into a live show via a transcontinental hookup.

The commercial is rolled into the live N. Y. show on a feed from Hollywood. Agency producer Tom de Paolo, who directs the commercials, says they disproved the "deterioration" rumor as far as he is concerned. "Four commercials are done at one session," de Paolo explained, "and the quality is just as good five weeks later when the fourth one is run as it was right after taping."

De Paolo figures an hour to do each commercial; it usually takes less. They do four at a time at NBC tape center in Burbank, Calif. Two similar Lux sets are set up. While one is in use, the other is being dressed. He has never had to do more than three takes to get it right.

First of these taped Lux commercials was telecast 24 July. JWT's reason for going to tape: "to keep commercials fresh, flexible and foolproof," according to de Paolo.

Also out at Burbank, Buick will be shooting three tapes under the direction of Charles Powers, in charge of West Coast production for McCann-Erickson.

The reason behind Mc-E's putting three of Buick's 1959 models' introductory announcements on videotape is that they want some commercials with a "live" feel to more or less balance those with a "film" feel. One will be taped for the 19 September NBC TV Bob Hope Show, one for 22 Sept. NBC TV Tales of Wells Fargo, and one for the 19 September ABC TV Buick Action Theater.

The latter show is a re-run, and since it is on ABC it means that NBC tape will almost certainly be rolled into an ABC show. According to Powers, no union problem exists (both networks are NABET), and he anticipates no AFTRA-SAG difficulties. But



Color tape produced at NBC center in Burbank and integrated into live show from New York via transcontinental hookup was this "first" by J. Walter Thompson for Lux Soap. Above commercial of the "Lux Girl" is one of four done at same time. Pic is a kine from tape

certain minor technical difficulties are now being ironed out by Jack Burrell, manager of technical operations for NBC in Burbank and Ted Grenier, chief engineer for radio/tv at ABC Western division. Both men revealed to spoxson they are looking forward to establishing such recording standards as "tip projection" (distance between head drum and the tip of the recording head itself).

What are such commercial tapings costing advertisers? A New York agency tv film producer passed along to SPONSOR a rule-of-thumb estimate: You can figure for an hour of live commercial time at a network about \$500 plus another \$100 for tape—that's about \$600 total." (This does not include talent, etc.).

In the midwest, agencies and clients also are beginning to move into tape commercials. Leo Burnett Co. is among the pioneers, feeling that videotape gives the "spontaneity" of a live commercial. They also feel it affords flexibility, a chance to plan ahead, and an opportunity to work when the talent is available.

According a Burnett spokesman, the biggest advantage of tape is the time economy effected along with another factor—"it is cheaper than film."

For Kellogg, Burnett has taped commercials to be used in CBS TV What's My Line? The reasoning behind the move: The show originates in New York City's Mansfield Theater where there is very limited space for doing commercials live. CBS TV, on Sunday nights, is a very busy operation and remote studios for live commercial productions are at a premium. So in order to still do "live" commercials for the Kellogg-sponsored show, Burnett went to videotape. The agency has also taped Allstate Insurance commercials for Playhouse 90.

S. Hooper White, JWT tv producer in Chicago, had this to say about videotape: "It is the biggest thing in the industry today and will ultimately revolutionize the production end of television. It is an electronic device perfected for an electronic medium—tv. This is the key to the importance of videotape." White holds out as one major advantage the fact that tape will permit fluff-free live commercials, and adds, "We predict that agency producers of live commercials, as well as clients who foot the bills, will live years longer because of this one ability of videotape alone."

While advertisers and commercial producers daily learn more about tape, the networks and stations find out new things about it too. Next week's report will detail how it is aiding them in program development, client services and in increased ad sales.





Program development is an important use of tape at ABC TV in New York. Above scenes from net's new show, 87th Precinit, were shot on location in Wall Street area with 10 cameras, fed back through mobile unit to tape recorder at ABC. Result: "live" realism on location

#### TIPS ON TAPE PRODUCTION

- 1. Key to a good videotape commercial is showmanship. Film has long managed this but "live" commercials sometimes come up weak in this, area. Care must be used
- 2. Clients have a right to expect good lighting in commercials. Lighting technique for film differs sharply from lighting for live commercials, which really are what tape is
- 3. Film lighting is dimensional, tends to be dramatic. For tape commercials, however, it is acceptable to use a more flat lighting
- 4. Be sure there are enough tv cameras on hand for a tape commercial. Three image-orthicon type (at \$15,000 each) are not too many. Also handy for tape commercials, especially for remotes, vidicon miniature cameras (tripod or pistol grip) at about \$3,250
- **5.** Producers of tv tape commercials will have to get used to very fast thinking "on their feet." Unlike film, tape sequence should run through without a break. So producers must be ready to plan well ahead

# What a timebuyer can do to get ahead

- In today's ad agency, with radio/tv predominant, the timebuyer's role is more important than ever before
- Here's how successful advertising men have climbed the timebuying ladder-and the advice they have to offer

Management sources at almost every major agency report one startling fact about the timebuying profession: there are more opportunities today for timebuyers to develop and grow into important executive spots than there ever have been in history.

Compared to a decade ago, when timebuying was often a frustrating, blind-alley job, changes in agency operations have opened up vast new areas for the ambitious young media man who knows how to take advantage of the situation. Here's what's been happering:

- With radio/tv now the dominant billing in most large agencies, the air media man has assumed far greater stature.
- Media departments are now working hand in hand with the all-important marketing divisions, and are much closer to client sales problems.
- As agency production and control of radio/tv programs has dropped off, media departments are now taking over many program-buying functions once held by radio/tv departments.
- The growing importance of spot in new "pinpoint" marketing strategies

is forcing media men to know more about the over-all advertising picture and opening up new opportunities for them.

How can the individual timebuyer take advantage of this unprecedented situation? What must he do, how must he prepare himself for new, and greater responsibilities? To get the answers, sponsor talked to the men who know, executives who started as timebuyers and are now top brass in their fields. (See box of "Do's and Don'ts" for a summary of their advice.)

In making this special study, SPON-SOR was struck by the fact that so many upper echelon executives have come up through the timebuying ranks. Lest anyone doubt the sheer numbers and considerable success of former timebuyers, take this quick glance up and down Madison Avenue:

There's William E. Steers, president of Doherty, Clifford, Steers and Shen-

#### Do's and Don'ts for Timebuyers

#### DO'S

- 1) Develop a reputation: Do more than what's expected and have suggestions and ideas ready. Spend the client's money as if it were your own.
- 2) Learn other areas: Find out about print, account work, and delve into sales, marketing, distribution problems. Get answers to the "why's."
- 3) Know research: Learn enough math to handle numerical problems, and be familiar with research to evaluate any kind of presentation.
- 4) Communicate with your supervisor, discussing your work with him regularly. Exchange opinions and ideas with others, too.
- 5) Get out in the field whenever possible. Meet station personnel and learn about local market conditions.
- 6) Read the trade papers to keep yourself thoroughly informed of what's going on in your area.
- 7) Socialize: You can often learn more over lunch than at the office. Be friendly; future contacts can arise from least expected places.
- 8) Judge your own work by evaluating the kind of assignments you get. Important, interesting assignments indicate you are well regarded.

#### DON'TS

- 1) Don't buy "by-the-numbers:" Don't rely on routine figures as the only basis for buying. Find out more than the ratings and CPM's.
- 2) Don't make enemies: This natural word of advice is frequently ignored, but people who dislike you can be amazingly damaging to your career.
- 3) Don't be "itchy" to get ahead. Many young timebuyers are actually held back by their own impatience.
- 4) Don't blind yourself to the mechanical routines of your function. Find out the reasons and necessities for all aspects of the job.
- 5) Don't quit in a hurry: Even if you have an attractive job offer, check with your supervisor. Many miss important promotions this way.
- 6) Don't assume you're a natural salesman: While many timebuyers have become top salesmen, don't forget special skills are needed to sell.
- 7) Don't bog down: Even if you feel your work is not immediately rewarded, keep in mind it's usually being noted and remembered.
- 8) Don't "know it all": Don't decide you alone have the last word. But don't rely *completely* on advice (like this article.) Find your own way.

#### THESE SIX MEN STARTED AS TIMEBUYERS

field; Edgar P. Small, v.p. in charge of personnel and a director, Ted Bates; Wilfred S. King, v.p. and director, J. M. Mathes; Robert F. McNell, president of Thompson-Koch Agency, and Carlos Franco of Carlos Franco Associates—to mention just a few ex-timebuyers who are now top agency administrators.

Look at media. Among v.p.'s of major agencies, William F. Dekker of McCann-Erickson and Frank Kemp of Compton are both ex-timebuyers,

Dozens of today's account executives, such as George Kern of McCann-Erickson and Gertrude Scanlon of BBDO, earned valuable training buying time.

And that's not all. Timebuyers have gone into some of the best jobs with representatives, broadcasters and advertisers. There's William Maillefort, v.p. in charge of radio at Edward Petry, and C. A. (Fritz) Snyder at Hollingbery. Hubbell Robinson, Jr., executive v.p. in charge of CBS TV programs, was once a timebuyer. Ditto for Howard S. Meighan, now with Ampex; as well as Jack Latham, a Philip Morris brand manager, and Stanley Pulver, now Colgate-Palmolive division media manager.

Here are some of their comments and tips to rising young media men and women:

"Timebuying can lead to a good future in media. It's also fine background for account work or selling time," states William C. Dekker, media v.p. of McCann-Erickson.

"Never buy by-the-numbers. Always contribute as much as you can to the agency's over-all operation," says Carlos Franco, head of his own agency.

"Get out there in the field. See stations and meet their personnel. Find out for yourself about market conditions," advises Jack Latham, brand manager for PM's new Mayfield cigarettes.

"Always be aware of what's happening in the industry, and come up with ideas and suggestions. Learn enough mathematics to handle numerical problems and enough media research to make an intelligent evaluation of any presentation. Don't pay so much attention to your "next job" that you become careless on the one you have now. Check regularly with your supervisor on the quality of work you're

doing. Never accept another job offer before finding out what's planned right where you are." These valuable suggestions are made by Frank Kemp, v.p. and media director of Compton.

The social aspect of the timebuyer is stressed by another Madison Avenue v.p. "Lunch with others. Get around and find the whole picture. Forget your ego and merge into the group. Be sympathetic. Make the client feel you're spending his money the way you would your own."

One agency executive puts forth this hint: "The timebuyer's greatest employment agency is the station."

An account executive who trained for a decade in media gives these tips: "There's opportunity galore for time-buyers in normal agency expansion. Today the timebuyer must be a specialist who knows many facts and figures in a fast changing business—for example, radio's comeback and the big trend toward spot. Right now the timebuyer has a far greater salary future than ever before.

Authoritative advice from several ex-timebuyers now wearing v.p. stripes choruses this main theme: "Work hard, dig deep and find out what's behind the things you do. Relate your work to sales, marketing, distribution, merchandising and all advertising. Most importantly, build your reputation. It's exactly what a man is worth—no less, no more."

This insistence that a timebuyer should know more than his own phase of the agency business, is characteristic of nearly all top-brass comment.

"Learn about copy, art, programs, commercials, and exactly how they fit into your own operations," advises one veteran plans board head. "You need this knowledge to make really sound buying decisions, and the more familiar you are with the rest of the agency is doing, the quicker you'll catch the eyes of top management."

On the negative side one media v.p. said this: "Don't wait to be told before doing something or learning a new area. Take the initiative and develop your own ability."

Finally, and most important, say these experts, build your reputation. "It's exactly what a man's worth that counts. Show that you have it."

William E. Steers, president, Doherty, Clifford, Steers & Shenfield



William C. Dekker, vice president in charge of media, McCann-Erickson



Frank Kemp, vice president in charge of media, Compton



Jack Latham, Mayfield brand manager, Philip Morris



Stanley M. Pulver, TA media manager, Colgate-Palmolive



Hubbell Robinson, Jr., exec. vice president programs, CBS TV





Ziv's syndicated sales manager Len Firestone sports one of the newest merchandising gimmicks: functional point of sale promotions

# Why merchandise a syndicated show?

- This year, spot advertisers will spend more than ever before to merchandise syndicated shows in local markets
- Here are some of the basic reasons for investments and some tips on how to utilize merchandising dollars

This fall, sponsors of syndicated series will be spending up to \$100,000 each on the merchandising of their shows.

Though there are many individual reasons for these merchandising expenditures, bear in mind these essentials: (1) a spot buyer wants all the glamour and publicity that he feels a network advertiser automatically comes by; and (2) he feels he is in a better position than a network advertiser to communicate with his dealer and consumer on a local level.

In merchandising any show, a sponsor is looking for whatever extras he can get. These extras include:

- (1) Strong sponsor and product identification in a specific market.
- (2) Enhancement of the basic tv investment, at reasonable cost, throughout the rest of the week.

- (3) Prestige, through identification with a particular star and his show.
- (4) Enthusiasm from those that are logically most interested in the series' success—i.e., employees.
- (5) A relating of the on-the-air sales message to the actual point-ofpurchase, also via stars and show title.
- (6) An opportunity to carry a particular selling theme into every medium of advertising.

The actual tools of merchandising are the result of combined thinking by advertiser, agency, syndicator, and, oft-times, station. A syndicator, especially, will go to all ends to assure the success of an advertiser's merchandising investment. First of all, it's a worthwhile investment toward a possible renewal—and the syndicator's biggest return lies beyond the first year of production. Secondly, he realizes

that, all other things being equal, a promotable show is easier to sell in the first place.

Ziv-TV's retail action plan for sponsors of its *Mackenzie's Raiders* series is an excellent example.

The plan, in the words of sales vicepresident M. J. (Bud) Rifkin, is designed specifically to:

- signed specifically to:

   Keep dealers constantly aware of sponsors' sales efforts.
- Increase identification of the show with a sponsor's name, product and retail outlet.
- Combat sponsors' in-store promotion problems, such as competition from other suppliers for wall, counter, and window display space in stores.

The mechanics of the plan, as supplied by Ziv: highly functional promotion pieces, such as signs announcing store hours, evening and weekend shopping hours, holiday openings and closings, price tags, shopping bags, etc., all sporting a reminder to customers to watch the Mackenzie show under the auspices of the sponsoring company.

In addition to such merchandising schemes devised by syndicators, certain types of advertisers have developed ways to put their own selling methods to merchandising advantage.

Here are a few capsule cases of how specific types of advertisers have applied merchandising techniques to fit a particular marketing problem in a particular market:

- A regional oil company, Continental Oil, uses the theme of its show to stimulate excitement among its dealers (see April 12 SPONSOR). In the 65 markets where Conoco (via Benton & Bowles) sponsors CBS TV Film's Whirtybirds, the company has featured helicopter rides at local and regional dealers' meetings.
- A local dairy concern in Columbus, Ohio, Harmony Farms, has taken to its milk cartons to keep a constant reminder of Ziv's Sea Hunt in front of its customers. The company has prepared a special two-color carton, featuring a Sea Hunt reminder message.

Regional General Baking's (BBDO)
Silent Service (CXP) merchandising
campaign in Philadelphia is two-fold:
(1) Its Bond Bread end seals featuring
a tune-in reminder are aimed at the
consumer, and (2) employee visits to
submarines, employee screenings, submarine pins and teaser lines for its
route men, etc., all aim toward creating
employee enthusiasm.

 Banks, which have become heavy users of syndication, are rapidly catching up with product sponsors on the merchandising front. Their specific problem: to ease their traditionally conservative label and humanize their services.



Banks are among the most recent to make use of point-of-purchase displays (above)



Architect of the unusual radio strategy for Sterling Silversmiths of America, that uses "tactical" and "strategic" approaches, is Gerald Arthur, v.p. in charge of media, F&S&R

#### How radio sells a quality image for sterling silver

"Changing an old image by building a new one just cries for frequency."

This reasoning gave birth to a halfmillion dollar radio campaign by Sterling Silversmiths of America, a group of sterling silver flatware manufactures who are banded together for an all-industry promotion.

The story began last year, when Dr. Ernest Dichter conducted a depth study to determine why—when high-ticket items like cameras, hi-fi units and the like, were showing exceptional sales a similar demand for sterling silver was not evident. Reported Dichter: negative attitudes, wrong impressions.

The manufacturers went agencyscreening with their problem, finally gave the account to Fuller & Smith & Ross. The campaign that resulted was a joint effort by Lewis C. Pete! VanAkin and Gerald T. Arthur, both v.p.'s, the former as account supervisor, the latter for media.

First came the theme: "Sterling Is For Now." "Usually," Arthur notes, "the creative message dictates media. This was the reverse." Since the group was supported by individual manufacturers, each of whom had an ad program, the agency checked all of these. It found almost all of this effort to be in magazines, with a combined expenditure totalling millions.

"Since our first year budget was about \$500,000." says VanAkin, "we realized that if we too used magazines we would simply be adding a little bit to a lot. We wanted these new dollars not to substitute, but to amplify."

An analysis of sterling silver sales, which showed about 30 important markets, and a study of other media, balancing attributes against cost, pointed up one medium over the others: radio. An unusual choice for quality image building, perhaps, but as Arthur points out, the creative campaign dictated the medium.

The campaign strategy was evolved in a two-part basis: a "tactical" approach, employing participation on local radio shows, plus a "strategic" approach to provide blanket coverage to back up the local effort with a promotional and merchandising arm.

Both phases began last January. The local phase was spread over the 30 markets deemed to be the most important, D.J. shows were the vehicles.

The other, over-all phase, went into Monitor, NBC's weekend radio service. From six to eight times every weekend, a five-minute program would be interjected. This contained some patter by the "communicators," a popular record, and L½ minutes of commercial time. The group persuaded NBC to break away after each of these, permitting a local retailer to tie in. Thousands of these local tie-in spots were sold, an admirable compliment to the campaign since no co-op money was involved.

The Monitor schedule was used for two 13-week cycles. This summer, when silver sales are traditionally lowest, the campaign switched to 10-second plugs, on the hour and half-hour on both Saturday and Sunday afternoons,

Both the manufacturers and the agency are happy with the results of the first three quarters, during which some 700 million impressions have been created at a cost of 35 cents a thousand. Best indication of their satisfaction is the schedule for this coming Fall when the campaign will include not only the local shows and Monitor, but add a spot schedule on CBS radio as well.

The last of

SCENE: It is a moment before midnight, 31 Dec., 1958. The noise of the New Year's Eve revelers in the streets, however, fails to reach up into what is probably the only occupied office on Madison Avenue. This cell, within the Lift & Letdown Advertising Agency, resembles the laboratory of a "mad scientist" more than it does that of an agency tv film commercial producer. Mysterious liquids bubble in retorts. Test tubes bristle in their racks, Medical charts on the wall trace the flow of bile and lymph. Two men face each other glumly across the desk: Regimen Fleececap, L&L's commercial producer, and Plankton S. Wary, director of marketing and secret ingredients for Amorphous Labs, Inc. At last a sound from outside gets through - church bells heralding a New Year and also the deadline for the NAB Code ban on doctor-dentist dramatizations in air media commercials. Regimen slowly raises a beaker of Hydrodexticalsophine #7 in a toast.

REGIMEN: (Sadly) To the end of an

PLANKTON: (Returning the toast with a flask of Preparation K, known to laymen as Bonded Bourbon) To our new tv commercials, whatever they'll be. REGIMEN: Thing that frosts me about this NAB business is that we may

REGIMEN: Thing that Irosts me about this NAB business is that we may never know how that race through the digestive tract between the little A's and the little B's came out.

PLANKTON: Or when the golf ball traveling 60 miles an hour finally smashes through that "Invisible Shield—"

RECIMEN: (Sipping thoughtfully at his Hydrodexticalsophine #7) Look here, Plankton, aren't we taking a rather selfish outlook? All we're actually faced with is thinking up new tv commercials. We've still got our jobs. We're much better off than—

PLANKTON: You're right. Think what a bleak New Year faces poor old Doc—At this moment, the door opens to admit a graying, balding, fiftyish fellow wearing a rumpled white coat and trailing a stethoscope. Behind horn rim glasses, his eyelids are reddened,

his cheeks stained with tears. Were it not for his slouch of despond and dragging gait, he might be described as distinguished-looking what with his whitened temples and high forehead upon which perches a medical reflector. Veteran of a score of pseudomedic tv commercials for Amorphous Labs, he is affectionately known along Ad Row as "Doc." For years, millions of tv viewers have accepted him as the last word in the field of medical-dentistry discovery. Only his actor's agent and a few admen know that he is really Lester Varney, a former bricklayer who helped build Levittown, He peels off his white jacket, throws it on the floor and collapses into a chair. Regimen rushes to his side, pats his shoulder solicitously.

REGIMEN: There, there, Doc, don't take it too hard.

DOC: (Brokenly) The jig is up! Defrocked at the height of my career! PLANKTON: Chin up, Doc. Try to look at this not as the end of your great medical career—but simply that the

show has folded.

DOC: (With bitterness) I'll say it's folded! Today I took the caduceus emblem off my Porsche. I'll have to park legally from now on. (Holds out the stethoscope to Plankton). Here, I guess you'll be wanting this back now? PLANKTON: (Generously) No, you keep it, Doc. And the white coat. You may get another part in some non-commercial bit. They're always casting doctor types.

REGIMEN: (Brightly) Sure, some tv drama. The movies. Broadway. Off-Broadway.

PLANKTON: And there's always summer stock.

DOC: How can you talk of summer stock when it's only January? Besides I don't want to be an actor. I want to be a—

REGIMEN: You could take up bricklaying again.

DOC: And ruin these fine surgeon's hands! I tell you now I've had a taste of being a doctor, that's what I want to be! I want to prescribe. I want to advise—

REGIMEN: But we can't keep you on, Doc. Everyone'd crack down—FTC, NAB, AMA—

DOC: —I want to unveil new scientific discoveries. I want to fight tired blood, stamp out the "gray sickness." I want people to brush their teeth—not only after every meal but after every snack—

PLANKTON: Very commendable, Doc. But we must face reality.

DOC: (Ignoring all interruptions)—I want to be there when headache strikes. I want people to get better faster—six times faster, seven times faster—(Begins racing around the office, scattering test tubes and Bunsen burners)—Faster, faster—

(Regimen and Plankton jump on him, pin him to the floor).

REGIMEN: Easy, Doc.

PLANKTON: I think he's suffering from jangled nerves. Well, Amorphous Labs has just the thing for that. (Rummages through the glassware, finds a phial of capsules, and feeds two of them to Doc). Aha, Phyradehalstimine Plus.

REGIMEN: Makes you feel a little silly feeding pills to the Doc, doesn't it? PLANKTON: It might, if he was a real doc. But since we know he's a phoney sawbones—

DOC: (Struggling in Regimen's grasp)
I heard that! Well, listen, you birds
where would you be if it wasn't for
me? I'll tell you. Amorphous Labs
would still be manufacturing bug spray
exclusively—

PLANKTON: (Pompously) Diversification was bound to come.

DOC: It came because I sat on the corner of a shiny desk, looked into the tv cameras and—in my best tv-side manner—said, "When Mrs. X came to me she was nervous, rundown, irritable. I told her she needed the soft, supercleansing, mineral-building muscle-tightening action of Amorphous Liver Lifters and today, less than three weeks later, Mrs. X is president of her garden club. Yes, friends, you too can have your liver livened—"

REGIMEN: Plankton didn't mean to hack away at your professional stature.

# the white coats

DOC: Oh, no? Then how come you started flashing "A Dramatization" on the picture everytime I came on? PLANKTON: We were forced into that. The tv viewers had to be warned they weren't listening to a real physician. REGIMEN: You were that convincing, Doc.

DOC: Naturally I was convincing. I wasn't playing a part—I was living it! Wasn't I the first to put a stop-watch on a drop of Formula P as it traveled through the blood stream to the Hiccough Control Center? Whose picture went into the merchandising of Amorphous Bile Builders?

PLANKTON: Please, Doc, we recognize your contribution to medical science and so do all the drug chains across the nation. When Regimen and I dream up a new series of commercials we'll try to find some spot for you. But at this moment all of us face an uncertain New Year.

REGIMEN: That's right. The old order changeth-

DOC: It's easy for you fellows to talk. You'll still be picking up lunches at Gaston's or Toots Shoor. I'll be just an actor "at liberty" haunting Horn & Hardart. (Crosses to window; a light snow has begun to fall). Ah, well, life was also hard on Pasteur and Curie. (Doc throws open the window). PLANKTON: (Rushing to his side) Doc, Doc! Don't jump! All isn't lost. (Doc upends Plankton, dangles him outside the window by his ankles). Doc. You bet your sweet life it is n't.

REGIMEN: (Alarmed) Doc, don't drop him. He's a marketing v.p.!

DOC: Okay, only no more nonsense about summer stock or bricklaying. Once a doctor, always a doctor. I'm going to med school and Amorphous Labs is footing the bill.

PLANKTON: (Weakly, from outside) Anything you say, Doc. Johns Hopkins all right?

REGIMEN: But, Doc, you'll wind up the oldest intern in the profession!

DOC: (Hauling Plankton back inside)
I've got time. What's a doctor without patience?



## O'Connell's "streamlined" rate care



THE O'CONNELL PROPOSAL

- 1. Eliminate frequency discounts completely.
- 2. Establish a flat rate for all time segments from one-half hour to one minute.
- 3. Institute weekly announcement packages of 5, 10, 20, 30, 50 weekly—all in round figures.
- 30, 50 weekly—all in round figures.
  Price 20 and 30 second spots at 75% of applicable minute rate—8 or 10 second spots at 50%.
- 5. Allow multiple product companies to combine products to earn better package rate.

- Agency men applaud representative's plan to eliminate frequency discount, and short rate and rebate headaches
- Most say simplified rate card would save work, time and trouble; some see need for adding long-term discounts

Dick O'Connell, president of Richard O'Connell Inc., station representatives, has come up with a proposal for simplified radio rate cards that is generating much talk and enthusiasm among over-worked agency media men and timebuyers.

Objective of the O'Connell plan is to cut down on the vast tonnage of paper work and backbreaking man hours that are required in today's spot buying and selling operations.

In this, O'Connell goes along with what many responsible reps and industry leaders have been saying for some time—that radio rate cards are so cumbersome, complex, and difficult to understand that they hamper efficiency and act as a drag on selling. (See comments in "Industry Reactions" below.)

What distinguishes the O'Conrell proposal from other and previous efforts at rate card simplification are these three points:

- O'Connell recommends the complete elimination of all frequency discounts, short rates and rebates.
- 2) The O'Connell plan has been thoroughly field-tested—on the Lobster Network, and KVLC, Little Rock.
- 3) A post card questionnaire to 500 agency timebuyers drew 200 replies, with 85% favoring the plan.
- In attacking the problem of rate card simplification says O'Connell, the first job was to pinpoint the objective —"to find out just where the present archaic and cumbersome system pro-

#### INDUSTRY-REACTIONS EXCERPTS FROM LETTERS TO R. O'CONNELL

#### SRDS

"We in advertising have inherited in rate structures much that is confusing and not essential. I applaud your efforts at simplification, and hope that out of the combined efforts of the NAB, the 4As, our own SRDS and such people as you, a more nearly uniform approach will be developed."—
C. Laury Botthot, Pres.

#### CHARLES BERNARD CO.

"Congratulations on your pioneering effort to take the "short rate and superfluous data" out of SRDS. I agree with you completely that the rate structure of some stations is so complex that no busy timebuyer will take the time to unscramble it. We have been after our own stations to streamline their rate pattern . . . and as you know I've always been opposed to short rating."—Chuck Bernard.

#### AVERY-KNODEL, INC.

"... Obviously the more the buying process is simplified, the happier the timebuyer becomes and the quicker he or she can handle national spot radio buying assignments. Further simplification of rate cards ... should help our selling and increase volume for this low cost, high-efficiency medium. I'm for it."—John J. Tormey.

#### ADAM YOUNG, INC.

"Since radio advertisers today recognize the desirability of saturation schedules, we feel it important to base the rate card on weekly schedules as you suggest. . . Since there is still a tendency by some advertisers to request "traffic" periods almost exclusively, we have incorporated a "½ in traffic time" feature into our rate cards, and are also experimenting with a method of using the rate card to ease advertisers into hitherto overlooked nighttime periods, without cutrate methods.—Frank G. Boehm.

#### H-R REPRESENTATIVES, INC.

"I think your idea of simplifying rate structures is an excellent one. But it will take unanimity to make it effective, and station operators are traditionally independent in their ways. . . . Simplified rate cards might well be the greatest boost to spot selling since the saturation buy."—Paul R. Weeks.

#### SRA

"There's nothing quite so frustrating as trying to figure out some of the complicated rate cards still being used by stations. Stations and representative firms must constantly work toward making spot radio and tv easier to buy and sell. The simplified rate card is a tremendous step in the right direction."—Laurence Webb.

# stirs timebuyer enthusiasm

vided a basic obstacle to efficiency."

"As we suspected the old frequency discount proved to be the real culprit, together with its nefarious cousins short rate and rebate. All three are a hangover from newspaper days, when many radio stations were owned by newspapers, and adopted their rate structures from them.

"In the old leisurely '30s, frequency discounts weren't too troublesome. But today, with more than 3000 radio stations and several hundred tv stations, they're causing buyers and seliers to chew up miles of adding machine tape, and sending timebuyers, estimators, and billing department heads to neighboring uleer hospitals.

"Our analysis showed that, under today's conditions, frequency discounts are unnecessary and unrealistic. They are just a state of mind. We recommend eliminating them completely.

"In their place we suggest setting up a flat rate for all time segments from a one-half hour down to one minute. (We suggest starting with the half hour since the last hour sold in radio was the Woolworth Hour on CBS.)

"Second, we recommend setting up weekly announcement packages—5-weekly, 10-weekly, 20-weekly, 30-weekly, 50-weekly—all in round figures.

"Third, offer 20- and 30-second spots at 75% of the applicable minute rate—eight or 10 second spots at 50% of the minute package.

"We also suggest allowing multipleproduct advertisers to combine products in order to earn a better package rate"

According to O'Connell the plan has these advantages:

- By eliminating frequency discounts it eliminates all short rate and rebate headaches.
- Billing departments at stations and agencies will save tremendous time in computing invoices, and agencies will cut down on paper work in paying them.
- 3. Most important, it will make it much easier for the media man to buy time. When he asks how much 10 spots weekly will cost in a given market, the station representative can give him the

answer pronto-without resorting to slide rules, or calculus.

This last point, says O'Connell is especially important, since at present, most reps can give only qualified answers about many rate card questions. Suppose you're asked, queries O'Connell, "how much will it cost Lucky Strike in September, because of what Pall Mall did in April, thereby giving Herbert Tareyton the 9,436 time rate in November, if they run a Class A package combined with a Class D provided 12 of these spots are run on Sunday afternoon when its raining—what answer do you give?"

O'Connell admits that the above example is a facetious one but says it illustrates the kind of difficulties provided by the confusions and complexities of many "modern" rate cards.

Before recommending the streamlined rate card to its entire station list, Richard O'Connell Inc. tested it out on a regional operation (the Lobster Network in Maine) and on a local station in a highly competitive market —KVLC, Little Rock, Ark.

Results, say O'Connell were completely satisfactory in both areas. Out of 30 contracts of varying lengths sold in Little Rock, 29 were on the weekly package system, and only one buyer preferred the old frequency system.

Based on this experience, O'Connell asked its stations to adopt the weekly package structure, and says that "happily for them and for the agencies" most are now using it.

Perhaps even more significant, O'Connell surveyed 500 timebuyers and media directors with a post card questionnaire, sent out with a small brochure "Easy to Buy—Hence, Easy to Sell" that explained the package plan and reasons for it.

More than 200 media men took time to answer, and their replies were almost unanimously enthusiastic (See box). Approximately 15% felt that some sort of 13-26-52-week frequency discount should be added to the plan "in fairness to long term advertisers." But nearly everyone praised the O'Connell recommendations as a positive, constructive step toward freeing spot operations from the shackles of costly, time consuming paper work.

#### COMMENTS FROM TIMEBUYERS

#### 1. All for it

AMEN!!! A uniform rate structure with easily computed costs would facilitate work by at least 50%.

Jules Fine, Ogilvy, Benson & Mather

I'm 100% in favor of it. When do we

Val Ritter, Cunningham & Walsh I completely agree. Most spot buys are made on multiple frequency over a short period of time.

Ed Richardson, Geyer
I'm with you!

Millie Fulton, McCann-Erickson I couldn't agree more!

Gail Myers, Gumbinner I'm with you all the way. Am I correct in assuming anything under five spots

in assuming anything under five spots would take multiple rate?

Joan Rutman, Grey

Basically, your idea is good. Some uniform system is definitely needed. Robert F. Bruno, D-F-S

Excellent idea. Count me as an ardent supporter of your proposal.

Thomas J. Ellis, Grant

Sounds wonderful for everyone except SRDS (Ed. note: see SRDS comment in

box on previous page.)

Joe O'Brien, Y&R

I think the system will make buying

I think the system will make buying simpler and cut down on the mathematical calculations involved in timebuying.

Stu Eckert, DCS&S

Excellent idea. Simplification of most of

our work is a step in the right direction.

Kathryn Shanahan,

Morey, Humm & Warwick

Agreed!

Jim Kelly, F. D. Richards

Very sound idea. Hope it goes through.

Anne Burkholder,
Anderson and Cairns

In complete agreement. This would be GREAT!

Pat Hartnett, J. M. Mathes

### 2. Yes but some reservations

As a flexible medium, radio should have features in its rate structure which accommodate all advertisers. You should, therefore, include a consecutive week discount as an incentive for the long term advertiser.

R. C. Pickett, FC&B

Simplicity—yes. Standardization—not necessary. No frequency discount—you negate Adam Smith. Never. R. A. Boulware, Bryan Houston

We're for easier-to-read rate cards, but against penalization of 52-week advertisers. Your proposal would make life easier for all of us, but would penalize the 52-week account that might have only two, three, or four announcements weekly.

L. Butner,

Albert Frank-Guenther Law

Would make our job much easier, however feel a 13, 26 & 52 frequency discount should be included.

Doug Humm, Charles W. Hoyt

# Dixie Cup's unusual Air strategy

- To get real impact with a small budget, Dixie Cup bought a concentrated 30-day network television schedule
- ▼ The buy, along with unusual commercials, brought Dixie Cup favorable trade reaction—and bigger sales

There is a good deal to be said for steady, consistent advertising. On the other hand, a good case can be made for a short, but concentrated, burst.

Typical of the latter school is a campaign waged this spring by Dixie Cup, Easton, Pa., a division of American Can Co. Dixie is a manufacturer of paper cups and containers, designed for use both in the home and commercial and industrial applications.

This past spring Dixie waged a "one-shot" campaign that ran for a month, on behalf of its home products division, that portion of its line for home use. Titled the "Month of Stars."

it consisted of a heavy schedule running almost the length and breadth of the NBC TV network schedule.

In what has been termed a "short term mass marketing approach," Dixie went on beginning 17 April for 30 days. During that period its spots appeared on 13 different NBC TV network shows. The total commercial time during the month was 36 minutes; the estimated number of impressions, 180 million.

Reaction was commensurate with the intensity of the campaign. Dixie's salesmen were happy; said one "it was a great feeling to call on a buyer for a food chain and rattle off a dozen network name shows."

The effect on the buyers was equally gratifying. The key to success for any manufacturer selling through supermarkets is display space, and Dixie was able to note significant improvements as chains and independents tied-in with the promotion. Even from paper wholesalers, a group not notably voluble, came favorable reaction. They told the company that it came off in the trade as being highly imaginative and very much aware of the need for creative merchandising.

The campaign was short and sweet. The whole thing began about the first of the year when the company went looking for a spring promotion to push its cups and cup dispenser for home use.

The first barrier — budget — was hurdled with a suggestion from Dixie's (Please turn to page 78)

The agency worked with net tv programs used. Shown with Jan Murray (r) of Treasure Hunt, is Gerry Ford, exec. radio/tv producer, H&G



# An early look at fall network tv

▼ New program line-up is beginning to take shape with
32 shows replaced by 14 newcomers, 17 from last season

▼ New look includes: Donna Reed, Ed Wynn, Peter Gunn, Steve Canyon, Walt Disney Presents, Northwest Passage

N etwork tv is beginning to look like

Thirty-two of the summer shows will be dropped during the four weeks of this Comparagraph (30 Aug.-26 Sept.), replaced by 14 newcomers and 17 carryovers from last season.

Here's a rundown, by network, of the latest developments:

ABC: To revamp parts of its nighttime schedule, Lawrence Welk's Monday hour will be shifted to Wednesday night, and *Disneyland*, now dubbed Walt Disney Presents, to Friday night. John Daly will be in prime time with his News: weeknights, 10:30-10:45 p.m., for Whitehall and Lorillard. Ozzie & Harriet airs a half hour earlier, replacing Tombstone Territory; the Donna Reed Show for Campbell Soup and Shulton follows. Patti Page, for Oldsmobile, completes this Wednesday night line-up.

CBS: Little change here, since most of the fall shows will bow in October. Jack Benny returns 21 September; Father Knows Best debuts on this network 22 Sept., and The Lineup, for P&G and Brown & Williamson replaces Undercurrent 26 September.

NBC: The schedule here looks set. Steve Allen, Perry Como, Gobel and Fisher are back, Many of last seasons' shows have changed time slots: Twenty-One moves to Thursday night, with Peter Gunn, for Bristol-Myers taking over its Monday night period; The Ed Wynn Show, for L&M and Bulova, pushes You Bet Your Life from 8:00 p.m. to 10:00 p.m., Thursday replacing The Price Is Right. The latter will be seen Wednesday nights instead, when Father Knows Best bows out. Other new shows include: Behind Closed Doors (L&M, Whitehall); Further Adventures of Ellery Queen (sust.); Steve Canyon (L&M) and Brains and Brawn (Chesterfield).

## 1. THIS MONTH IN TELEVISION

#### Network Sales Status Week Ending 30 August



† Excluding participation shows

# Nighttime



#### **Tv Dimensions Today**

#### Tv homes index

	1958	1957
U. S. homes	50.8	50.0
Tv homes	43.0	40.3

Source: A C Nielsen estimate, 1 July each year, homes figures in millions.

#### Tv retail set sales index

July 1958	July 1957	7 months 1958	7 months 1957
279.010	426,334	2,456,662	3,236,737

ource: Electronic Industries Assn. (formerly RETMA)

## 2. ALPHABETICAL PROGRAM INDEX

Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Air Power: D-F	45,000	Prudential, Reach McClinton	Father Knows Best: Sc-F	38,000	Scott Paper, JWT; Lever Bros, JWT
Alcoa-Goodyear Theater:	39,500	Alcoa, FSR; alt Goodyear, Y&R	*Eddie Fisher: V-L	98,000	LGM, Mc-E (9/30 S)
*Steve Allen Show: V-L	108,000	Greyhound, Grey; DuPont, BBDO; Polaroid, DDB; U. S. Time, Peck	Frontier Justice	13,500	Gen Foods, BGB
Anybody Can Play	21,000	R. J. Reynolds, Esty	G.E. Theatre: Dr.F	51,000	Gen Elect, BBDO
Armstrong Circle Theatre:	48,000 (alt wks)	Armstrong Cork, BBDO	*George Gobel	98,000	RCA & Whirlpool, K&E (9/23 S)
Dr-L			Godfrey's Scouts: V-L	32,000	Toni, North
Bachelor Father: Sc-F Alt Jack Benny	42,000 65,000	Amer Tobacco, Gumbinner Amer Tobacco, BBDO	Peter Gunn: M-F	38,000	Bristol-Myers, DCS&S (9/22 S)
Behind Closed Doors: A-F	38,000	LGM, Mc-E; Whitehall, Bates (9/2 S)	Gunsmoke: W-F	40,000	L&M, DFS; Sperry Rand (1 wk in 4), Y&R
Bid 'n' Buy: Q-L	36,000	Revion, BBDO	Have Gun, Will Travel: W-F	38,000	Whitehall, Bates; alt Lever, JWT
Bold Journey: A-F	9,500	Ralston Purina, GBB	Hitchcock Presents: My-F	39,000	Bristol-Myers, Y&R
Brains and Brawn: Q-L	45,000	Chesterfield Mc-E (9/13 S)	Robin Hood: A-F	29,000	Johnson & Johnson, Y&R Wildroot, BBDO
Broken Arrow: W-F	31,000	Miles, Wade; Ralston Purina, Gardner	I Love Lucy: Sc-F	25,000	Gen Foods, B&B
Buckskin: W-F	33,000	Ford, JWT	Investigator	35,000	LGM, Mc-E; RCA & Whirlpool, K&E
Burns & Allen: Sc-F	40,000	Carnation, EW,R&R Gen Mills, BBDO	I've Got a Secret: Q-L	27,000	R. J. Reynolds, Esty
The Californians: W-F	37,500	Singer Sewing, Y&R Lipton, Y&R	Johnson's Wax Theatre	11,000	S. C. Johnson, NLGB
Steve Canyon: A-F	44,000	LGM, Mc-E (9/13 S)	*Kraft Mystery Theatre: Dr.L	53,000	Kraft, JWT
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Lassie: A-F	37,000	Campbell Soup, BBDO
*Chevy Show: V-L	150,000	Chevrolet, Camp-Ewald	Leave It To Beaver: Sc-F	36,000	Remington Rand, Compton; alt 1/2
Chevy Showroom	9,500	Chevrolet, Camp-Ewald			open
Cheyenne: W-F	78,000	Gen Elect, Y&R, BBDO & Grey; Na- tional Carbon	*Life of Riley: Sc-F	30,500	Lever Bros, BBDO; alt wk open (L 9/19)
Circus Boy: A-F	34,000	Mars, Knox Reeves; alt Kellogg, Bur- nett	M Squad: My-F	28,000	Amer Tobacco, SSC&B alt- Bulova, Mc-E
Dick Clark: V-L	14,500	Beech-Nut Lifesavers, Y&R	Perry Mason: My-F	26,500 (20 min.)	Libby-Owens-Ford, F&S&R Armour, FC&B 1/2 hr open
Colgate Theater: D-F	15,000	Colgate, Bates	Maverick: W-F	35,000 (½ hr.)	Kaiser Companies, Y&R
*Perry Como: V-L	120,000	Kimberly-Clark, FCB; Noxzema, SS	Meet the Press: I-L	7,500	Pan American Airways, JWT
		Kimberly-Clark, FCB; Noxzema, SS C&B RCA & Whirlpool, K&E Sun- beam. Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Millionaire: Dr-F	37,000	Colgate, Bates
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty; alt Chesebrough- Ponds, Mc-E	Mr. Adams & Eve: Sc-F	41,000	R. J. Reynolds, Esty
John Daly-News	6,000	Whitehall, Bates; Lorillard, LN	Music from Manhattan: M-L	17,000	Manhattan Shirts, Peck (9/20 S)
Decision	11,000	PGG, BGB	Name that Tune: Q-L	23,000	Kellogg, Burnett; Whitehall, Bates
Destiny: Dr.F	11,000	General Foods. BGB; Ford, JWT (L	Navy Log: Dr-F	38,500	U. S. Rubber; F. D. Richards
	35.000	9/26) Lorillard, L&N	Original Amateur Hour: V-L	23,000	Pharmaceuticals, Parkson
Richard Diamond: A-F	35,000	1	Ozzie & Harriet: Sc-F	48,000	Kodak, JWT; Quaker Oats
Walt Disney Presents: M-F	57,000 (½ hr.)	Hill Bros., Ayer; Kellogg, Burnett; Reynolds Metals, Buchanan: Frank	Patti Page: V-L	40,000	Oldsmobile, Brother
Dragnet: My-F	35,000	L&M, DFS; Schick, B&B	Pantomime Quiz: Q-L	2,000	Associated Products, Grey
Wyatt Earp: W-F	38,000	Gen Mills, DFS; P&G, Compton	People Are Funny: M-F	24,000	R. J. Reynolds, Esty; Toni, North
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; American Can, Compton	Personal Appearance	10,000	Florists Delivery Assn., Grant; alt open

\*Color show. (L) Live. (F) Film. ttCost is per segment. List does not include sustaining, participating or co-op programs—see chart. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This list covers period

30 August-26 September. Program types are indicated as follows: (A) Adventure. (Au) Audience Participation. (O) Comedy. (D) Documentary. (Dr) Drama. (I) Interview, (J) Juvenile. (M) Misc., (Mu) Music. (My) Mystery. (N) News. (Q) Quis. (S) Serial. (Sc) Situation Comedy. (Sp) Sports, (V) Variety. (W) Western.

Listing continues on page 46

# Interview: Jack Canning

Sullivan, Stauffer, Colwell & Bayles, Inc. Timebuyer, Jack Canning, tells why he selects WLW TV-Radio Stations for PALL MALL Cigarettes.



"Sure, I buy time for PALL MALL Famous Cigarettes on the Crosley Stations because their greater length of audience filters commercials farther into smooth pleasure for advertisers."



"Yes, WLW Television and Radio Stations really pack in a full house of viewers across the Midwest and into the South for sponsor's sure-fire sales success."

















Network Affiliations: NBC; ABC; MBS - Sales Offices: New York, Cincinnati, Chicago, Cleveland - Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . . . Crosley Broadcasting Corporation, a division of



	SUNDAY				MONDAY	•	Т			
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	AB
		The Search	Meet The Press							
Ī		Air Power Prudential	Outlook sust		D Edwards	News sust		No net service  D Edwards  Whitehall	News sust alt Carter	
8	u Asked for It Rippy Peanut Butter	Lassie Campbell Boup	Noah's Ark sust Mark Saber (9/21 S)	Sports Focus sust (L 9/12) News sust	No net service D Edwards sust (repeat feed)	News sust (repeat feed)	Sports Focus sust (L 9/12) News sust	No net service  D Edwards  Whitehall (repeat feed)	News (repeat feed)	Sports sust (L New sus
Ka	Maverick diser Companies Drackett (7:30-8:30)	Bachelor Father alt The Brothers Am Tob ack Benny (9/218)	No Warning Boyal Typewriter P. Lorlliard Northwest Passage (9/14 S)	Cowtown Rodeo	Robin Hood Johnson & Jhan sit Wildroot	Haggis Baggis sust	Cheyenne Gen Electrie Nat'l Carbon (9/23) (alt wks 7:30-8-30)	Name That Tune Whitehall sit Kellogg	Win With A Winner sust Dragnet Butova (9/23 8)	The Ply She Stan
ı	Maverick	Ed Sullivan (8-9) Mercury alt Kodak	Steve Allen (8-9; 9/7 S) Greyhound	Cowtown Rodeo	Burns & Allen Carnation sit Gen Milis	Restless Gun WarLambert alt P&G	Sugarfoot (alt wks 7:30-8:30) Am Chicle, Luden's (9/16 S)	Mr. Adams & Eve R. J. Reynolds	The Investigator RCA Whirlpool L&M (8-9)	Lawrence Ptym (7:30-8:30
R.	Anybody Can Play J. Reynolds	Ed Sullivan	DuPont Polaroid U.S. Time	Bold Journey Relation-Purine	Masquerade Party Tonl Father Knows Best Lever alt Scott (9/22 S)	Wells Fargo Amer Tobacco alt Bujck	Wyatt Earp Gen Mills alt P&G	Keep Talking sust	Ceorge Cobel RCA ait Whirlpool (8-9; 9/23 S)	Tombsto Bristoi Ozzie & Kodak, Oats (1
	Fraffic Court	G. E. Theatre Gen Elloetris	Chevy Show (9-10) Chevrolet	Stars of Jazz sust Voice of Firestone Firestone (9/8 S)	I Love Lucy Gen Foods	Twenty-One Pharmaceuticals Peter Gunn (9/22 S) Bristol-Myers	Broken Arrow Rals-Purina ait Miles	To Tell The Truth Pharmacouticals alt Marlboro	Colgate Theatre	Ozzie & Koć Donna Re Campbe Shulton
•	Open Hearing	Hitchcock Theatre Bristol-Myers	Chevy Show	Polka Go Round sust (9:30-10:30)	Frontier Justice Gen Foods	Alcoa-Goodyear Theater Alcoa alt Goodyear	Pantomime Quiz Assoc. Products	Spotlight Plyhse Pet Milk sit S. C. Johnson	Bob Cummings Reynolds alt Chese-Ponds	Baseball General Patti Pa Oldsm (9/2
	e Mike Wallace Interview sust	\$64,000 Challenge Revion sit P. Lorillard	Decision P&G	Polka Go Round	Studio One in Hollywood Westinghouse (10-11)	Suspicion (10-11) Sterling Drug Various ½ hr.	Harness Racing	Bid 'n' Buy Revion	The Californians Singer att Lipton	Wed Fig Mennen (19-e
0 - 5 N	o net service	What's My Line Kellogg alt H Curtis	No net service	John Daly News Whitehell (9/15 8)	DuPont Show of The Month DuPont (9:30-11; 9/22)	Suspicion P&G Various ½ hr.	John Daly News P. Lorillard No net service	No net service	No net service	

## Index continued... Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Playhouse 90: Dr-L&F	Playhouse 90: Dr-L&F 45,000		Spotlight Playhouse	9,500	Pet Milk, Gardner; alt S. C. Johnso NLGB
		Burnett; Pillsbury, Burnett; R. J. Reynolds, Esty	Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; Helene Curti E. H. Weiss
Plymouth Show (Lawrence Welk)	24,000	Plymouth, Grant	Studio One In Hollywood: Dr-L	55,000	Westinghouse, Mc-E
Post Fight Beat	3,000	Bristol-Myers, DCSGS	Sugarfoot: W-F	40,000 (½ hr.)	Amer Chicle, Bates; Luden's, Math-
The Real McCoys: Sc-F	36,000	Sylvania, JWT	Ed Sullivan Show: V-L	79,500	Mercury, K&E alt Kodak, JWT
Donna Reed Show: Sc-F	53,000°	Campbell Soup; Shulton	Sunday News Special: N-L	9,500	Whitehall, Bates; alt Carter Proc ucts, Bates
Restless Gun: W-F	37,500	Warner-Lambert, SSC&B, alt P&C, Compton	Suspicion: Mv-L&F	79,500	Sterling Drug, DFS; P&C, Gray; Var
Rin Tin Tin: A-F	36,000	Nabisco, KGE			ous, 1-hr
Schlitz Playhouse: Dr-F	38,000	Schlitz, JWT	Tales of Wells Fargo: W.F	43,800	Amer Tobacco, SSCGB; alt Bulci Mc-E
Phil Silvers Show: Sc-F	42,000	PGC, Burnett; R. J. Reynolds, Esty	The Price is Right: Q-L	28,000	Lever, JWT; Speidel, SSC&B
Sgt. Preston: A-F	32,000	Quaker Oats, WBT	The Texan: W-F	37,000	Brown & Wmson, Bates; alt open
\$64,000 Challenge: Q-L	35,000	P. Lorillard, YGR	The Thin Man: My-F	40,000	Colgate-Palmolive, Bates

# GRAPH

# 30/AUG. - 26 SEPT.

DAY	TI	HURSDA	Y	(	FRIDAY		S/	ATURDA	Y
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
News sust		D Edwards Whitehall	News sust		D Edwards sust	News sust			
News sust	Sports Focus sust News sust	No net service  D Edwards  Whitehall	News sust	Sports Focus sust (L 9/12) News sust	D Edwards sust	Bob Hope Show Bulck (7:30-9; 9/19)			
(repeat feed)  Wagon Train (7:30-8:30)  Edsel, Gen. Foods	Circus Boy Mars alt Kellogg	Sgt. Preston Quaker Oats (L 9/25)	(repeat feed)  Tic Tac Dough RCA Warn-Lambert		(repeat feed)  Boing Boing Show sust	Big Came sust Jefferson Drum (9/26 S) sust	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:38-8:30) sust	People Are Funny Toni alt B. J. Reynolds
Wagon Train	Zorro AC Spark, 7-Up	Richard Diamond	DeSoto, Toni	Walt Disney Presents (8-9)	Trackdown Am Tobae alt Socony	Further Advent. of Ellery Queen (8-9; 9/26 S) sust	Jubilee U.S.A. (8-8) sust	Perry Mason Armour alt Lib-Owens-Ford	Bob Crosby (8-9) Kimberley-Clark, BCA & Whirlpoo
Father Knows Best Scott, Lever Price Is Right Lever, Speldel (9/24 S)	The Real McCoys Sylvania	The Verdict Is Yours (9/25 S) sust	Dragnet L&M, Schick Twenty-One Pharmaceuticals (9/25 S)	Hill Bros. Kellogg Reynolds Metal	General Foods alt Ford	Shirley Temple's Storybook Nat'l Dairy, Hill Bros., Breck (8:30-9:30; 9/12)	Jubilee U.S.A.	The Texan Brn. & Wmsen alt sust	Amer Dairy Knowark Perry Como (9/13 S)
Kraft Mystery	Chevy Showroom Chevrolet	The Verdict Is Yours Lever	Behind Closed Doors L&M sit Whitehall (9/2 S)	ESP Chese-Ponds Stars of Jazz (9/12 S)	Phil Silvers P&G alt R. J. Reynolds Schlck	M Squad Amer. Tobac. alt Bulova	Lawrence Welk Dodge (9-10'	Gale Storm Nestle alt Curtis	Opening Night Max Factor al Club Oasls L&M Steve Canyon L&M (9/18 8)
Kraft Mystery Theatre	Navy Log U. S. Rubber	Playhouse 90 (9:30-11) Amer Gas alt Bristol Myers	Buckskin Ford	Buick Action Theater Buick	Schlitz Plyhse Schlitz	The Thin Man Colgate	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Turning Point Schick alt Scott
t Could Be You P&G This Is Your Life P&G (9/248)	Confession sust	Playhouse 90 Kimb-Clark alt Allstate	Price Is Right Lever You Bet Your Life Tonl. Lever (9/25 S)	International Album sust	Undercurrent P&G alt Brown & Winson The Line Up (9/26 S)	Cavalcade of Sports Gillette (10-conel)	Midwestern Hayride sust Music From Manhattan Manhattan Shirt	Gunsmoke L&M alt Sperry-Rand	Original Amate Hour Pharmacouticals
No Net Service	John Daly News Whitehall		Music Bingo H. Blshop alt B Day Deodorant \$64,000 Challenge	John Daly News P. Lorillard	Personal Appearance Florists Delivery	Post Fight Beat	(9/20-8)		Joseph Cotton Amer Tobacco, To Brains & Braw Chesterfield
	News rout  News rout  News (1994 Fed)  (1994 Fed)  Wagon Train  Father Knows Router (1994 Fed)  Father Knows Router (1994 Fed)  Kraft Mystery Theatre (1994 Fed)	NBC ABC  News sust  Ne	NBC ABC CBS    News sust   Sports Fous	News sent Sports Focus on Spor	News sust Croyal Facus News Sust News News Sust News News News News News News News News	News sust   Sports Fous   News sust    News sust   News sust    News sust   News sust    News sust    News sust   News sust    News sust    News sust    News sust    News sust    News su	News sust Sports Focus News Sports Focus News sust (LP/2) No net service News sust (LP/2) No n	Never sust    Never sust   D. Edwards   Never sust	Never sust    Never sust   Percent   Percent

PROGRAM	COST	SPONSORS AND AGENCIES
This Is Your Life: D-L	52,000	P&G, B&B
*Tic Tac Dough: Q-L	23,500	Warner-Lambert, Lennen & Newell, RCA, K&E
To Tell The Truth: Q-L	22,000	Pharmaceuticals, Parkson; Marlboro, Burnett
Trackdown: A-F	33,500	Amer Tobacco, BBDO; alt Socony Mobil Oil, Compton
Twenty-One: Q-L	35,000	Pharmaceuticals, Parkson
Turning Point	11,500	Schick, B&B alt Scott, JWT
Undercurrent	11,000	P&G, Y&R Brown & Williamson, Bates (L 9/19)
U.S. Steel Hour: Dr-L	60,000	U.S. Steel, BBDO
Voice of Firestone: Mu-L	32,000	Firestone, Sweeney & James
Wagon Train: W-F	35,500 ½ hr.	Drackett, Y&R Edsel, FC&B General Foods, B&B
Mike Wallace: I-L	15,000	Philip Morris, Ayer
Wednesday Fights: Sp-L	45,000	Mennen, Mc-E; Miles, Wade

PROGRAM	COST	SPONSORS AND AGENCIES
Lawrence Welk: Mu-L	14,500	Dedge, Grant
What's My Line: Q-L	32,000	Helene Curtis, Ludgin; Kellogg, Bur- nett
Ed Wynn: Sc-F	40,000	L&M Bulova, Mc-E (9/25 S)
You Asked For It: M-F	18,000	Skippy Peanut Butter, GBB
You Bet Your Life: Q-L	51,750	Lever, JWT; Toni, North
Zorro: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT

#### Specials and Spectaculars

PROGRAM	COST	SPONSORS AND AGENCIES
DuPont Show of The Month	466,000	DuPont, BBDO-9/22
Bob Hope Show	320,000	Buick, McCann-Erickson-9/19
*Shirley Temple's Storybook	225,000	National Dairy, Ayer; Hill Bros. Cof fee, Ayer—9/12

# Local in management...

The Corinthian stations are first and foremost local in character...for great stations must be responsive to the needs and tastes of their individual communities.

Each Corinthian station has its own independent *local* management team... experienced men at the helm and in the key operating areas of programming, sales, engineering and promotion. The strength of each of the Corinthian stations attests to the abilities of these men and the role they play in Tulsa, Houston, Fort Wayne and Indianapolis.



# Interrelated in service

The Corinthian stations have more than this. They benefit from each other's experience. And have at their disposal the full-time staff services of specialists in the basic areas of broadcasting...each outstandingly qualified in his field... Corinthian's Director of Programming, Robert H. Salk; Director of Sales, Don L. Kearney; Director of Engineering, George G. Jacobs; Director of Research, Charles H. Smith; and Director of Promotion & Advertising, Robert J. Sullivan. These men provide facts, judgment and the exchange of ideas upon which local management can base sound decisions.

Clearly, you get something extra when you buy a Corinthian station.





## DAYTIME

# COMPAR

	5	SUNDAY		r	MONDAY	,	Т	UESDA	Y	
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
10:00 10:15 10:30		Lamp Unto My Feet sust			For Love or Money sust	Dough Re Mi		For Love or Money sust	Dough Re Mi sust	
10:30 10:45 11:00		Look Up & Live			Play Your Hunch sust	Treasure Hunt Dow Chem. alt Toni P&G alt sust		Play Your Hunch	Treasure Hunt Al. Culver alt sust Brillo alt sust	
11:15		Eye On N. Y.			Arthur Godfrey Standard Brands Standard Brands	Price Is Right Lever Bros alt sust Sterling (9/22 S) alt Whitehall		Arthur Godfrey Armour sust	Price Is Right Lever alt Sumshine Stand Brands	
11:30 11:45		Camera Three sust			Top Dollar Colgate	Concentration sust alt Lever sust		Top Dollar Colgate	Concentration sust	
12N 12:15					Love of Life sust Amer. Home Prod	Tic Tac Dough P&G alt Dow (9/22 S) Toni alt P&G		Amer Home	Tic Tac Dough Stand Brands P&G	
12:30 12:45					Search for Tomorrow P&G Guiding Light	It Could Be You sust alt P&G		Search for Tomorrow P&G Guiding Light	It Could Be You Al. Culver alt suss  Brillo alt P&G	
1:00 1:15		Baseball Preview American Home alt Gen. Mills (10 min. preceding game)			P&G No net service News (1:25-1:39)	C lose - Up co-op		No net service  News (1:25-1:30) sust	Close-Up co-op	
1:30 1:45		Baseball Games of the Week various times Falstaff Brewing			As the World Turns P&G Sterling alt sust	Howard Miller		As the World Turns Sterling alt Miles	Howard Miller	
2:00 2:15		Colgate			Beat The Clock	Howard Miller Lucky Partners sust		Beat The Clock sust Miles alt sust	Lucky Partners Al. Culter alt sust	
2:30 2:45					Art Linkletter Stand Brands alt Lover Standard Brands	Haggis Baggis sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust	
3:00 3:15				American Bandstand eo-op	Wan Camp  Big Payoff Colgate	Today Is Ours sust alt Sterling (9/22 S)	American Bandstand eo-op	Big Payoff sust	Today is Ours P&G alt sust	America Bandstar 60-69
3:30 3:45				Who Do You Trust? sust	Verdict Is Yours Stand Brands Bristol-Myers	From These Roots P&G sust	Who Do You Trust? General Foods alt sust	Verdict Is Yours Gen Mills alt sust  Bwift alt Toni	From These Roots P&G alt sust Al. Culver alt sust	Who Do 'Trust? Gen Foor
4:00 4:15 4:30	Johns Hopkins File 7		Watch Mr. Wixard sust	American Bandstand Easteo. Gen. Mills	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day Whitehall alt sust Toni alt sust	American Bandstand Welsh Carter Prod. Hi-Pro	Brighter Day P&G Secret Storm Gen Mills alt sust	Queen for a Day Standard Brands Stand Brands	America Bandstan Corn Prod H1-Pro
4:45	College News Conference sust		Youth Wants to Know sust	American Bandstand	Edge of Night P&G Std Brands (L 9/8)	P&G Modern Romance Sterling Drug	American	Edge of Night P&G Sterling alt sust	P&G Modern Romances Brillo alt sust	America Bandstan
5:00 5:15 5:30	Baseball Corner General Mills	The Last Word	Frontiers of Faith sust	Superman Kollogg Sweets Co. P&G			Sir Lancelot Corn Prod			Wild Bill H Kellogg P&G Sweets C
5:45	Lone Ranger Gen Mtlls Colgate-Palmol.	Face the Nation	Comment sust	Mickey Mouse Club B. F. Goodrich Am Par			Mickey Mouse Club Mars alt Armour			Mickey Mc Club Mattel, M alt Gen M

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

HOW TO USE SPONSOR'S
NETWORK TELEVISION
COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (46, 47) includes regularly scheduled programing 30 Aug. 26 Sept., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

# AGRAPH

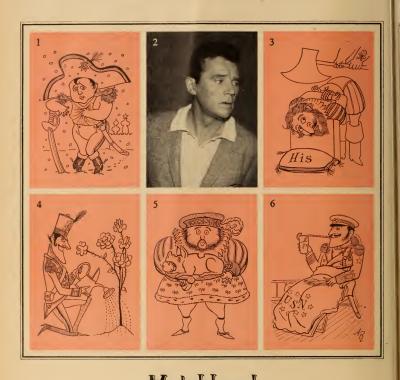
## 30 AUG. - 26 SEPT.

	EDNE	ESDAY	TI	HURSDA	Υ		FRIDAY		S	SATURDAY		
ABC	BS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
-	ove of ney alt sust	Dough Re Mi sust		For Love or Money sust	Dough Re Mi aust		For Love or Money sust	Dough Re Mi sust		Heckie & jeckie sust	Howdy Doody Continental Baking	
-	ur Hunch alt sust	Treasure Hunt Heinz Corn Prod alt P&G		Play Your Hunch sust Scott alt sust	Treasure Hunt sust P&G alt sust		Play Your Hunch sust Lever alt Gerber	Treasure Hunt Gen Foods Gen Foods alt Sterling		Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Gen Foods alt sust	
	Godfrey teel sust	Price Is Right Gen Foods Sterling General Foods alt sust		Arthur Godfrey sust Gen Foods alt Stand Brands	Price Is Right Al. Culver alt Lever Bros Miles alt sust		Arthur Godfrey sust Gen Mills alt Ronson	Price Is Right Lever alt Corn Prod General Foods alt Gen Mills		Capt. Kangaroo (11-12) Partic. Gerber	Fury Gen Foods alt Borden	
	Dollar Igata	Concentration Heinz		Top Dollar Colgata	Concentration sust alt Lever Heinz alt sust		Top Dollar Colgate	Concentration Gen Foods alt sus Lever alt sust		Capt. Kangaroo Partic. Gen Milis	Blondie sust	
	of Life scoutleals sust foma Prod	Tic Tac Dough Heinz alt sust Pillsbury		Love of Life Scott Amer Home	Al. Culver alt Heinz P&G		Love of Life Atlantis alt Gen Mills Lever alt sust	Tic Tac Dough Gen Mills alt Sunsbine P&G		Jimmy Dean (12-1) sust	True Story sust Storling Drug	
	ch for torrow '&G ng Light	Gen Foods alt sust Corn Prod		Search for Tomorrow P&G Guiding Light	Miles alt sust P&G alt Brown & Wmson		Search for Tomorrow P&G Guiding Light P&G	Vhitehall alt sust  P&G alt Corn Prod		Jimmy Dean	Detective Diery Sterling Drug sust	
	t service	Close-Up co-op		No net service News (1:25-1:30) sust	Close-Up co-op		No net service  News (1:25-1:30) sust)	Close-Up co-op		Lone Ranger Gen Mills alt Nostle	No net service	
	e Werld urns '&G	Howard Miller		As the World Turns P&G Pillsbury	Howard Miller co-op		As the World Turns P&G Swift alt Sterling	Howard Miller co-op		Baseball Preview Carter alt Gen Mills (10 mln. preceding game)	No net service	
	he Cleck alt sust it Lever	Lucky Partnerssust		Beat The Clock sust Johnson & Johnson alt sust	Lucky Partners		Beat The Clock Lever alt Kodak Gerber slt sust	Lucky Partners sust		Baseball Games of the week State Farm Ins. Co. Falstaff Brow (2-conel.)	No net service	
-	inkletter or Bros Atlantis nation	Haggis Baggis sust		Art Linkletter Kellogg Pillsbury	Haggis Baggis sust		Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis Gen Mills alt sus sust			Gen. Mills Pre-Game Prgm (6/14-9/6; alt weeks)	
ero edd e-q	Payoff	Today Is Ours P&G Heinz alt Sterling	American Bandstand co-op	Big Payoff sust	Today is Ours P&G alt sust Culver alt Heinz	American Bandstand 60-00	Big Payoff Colgate	Today is Ours P&G Sterling			NCAA Football Games Bayuk Cigars	
	Is Yours accuticals sust	From These Roots P&G alt sust sust	Who Do You Trust? Gen Foods alt sust	Verdict Is Yours Sterling alt sust Johnson & J.	From These Roots P&G Miles alt sust	Who Do You Trust? sust	Verdict Is Yours Gen Mills alt Lever Gen Mills alt Atlantis	From These Roots P&G alt sust sust			(% sponsorship) various times various dates	
er and	ter Day '&G t Storm	Queen for a Day sust rust alt Corn Prod	American Bandstand Sergeant Corn Products	Brighter Day P&G Secret Storm Scott alt Gen Foods	Queen for a Day Brn. & Wmson alt sust Miles alt Culver	American Bandstand Gen. Mills Welch	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Day sust Whitehall alt Corn Prod			U.S. Lawn Tennis Assn. National Championship (9/6; 12-5)	
ria.	of Night '&G itlk alt lantle	P&G Modern Romances Sterling Drug alt Heinz	American Bandstand partie & co-op	Edge of Night P&G Pillsbury	P&G Modern Romances sust	American Bandstand	Edge of Night P&G Swift alt Sterling	P&G Modern Romances Sterling Drug alt sust		Race of the Week sust		
日 日 日 日 日			Woody Woodpecker Kellogg			The Buccaneers Corn Prod						
A THE			Mickey Mouse Club alt Gen Foods			Mickey Mouse Club Gen Milts alt sust						

grams not listed are: Tonight, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS, Sunday, 11:11:15 p.m. (Carter and Whitchall); Today, NBC. 7:00-9:00 a.m., Monday-Friday, participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

All times are Eastern Daylight. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 44.



# Matchless! Like many a famous twosome,

"Mr. Adams and Eve" are strictly one of a kind. They offer regional and local advertisers: More *entertainment:* 39 sophisticated half-hours starring Ida Lupino and Howard Duff as a well-known Hollywood couple. With guests like Joan Fontaine, Dick Powell, Ed Sullivan. More *applause:* "A very funny situation comedy. It is not often that a Hollywood television film is so pertinent," JACK GOULD, NEW YORK TIMES. "Whippy dialogue, good performances,

2-11 Howard Dulf (Mr. Adams) and Ida Lupino (Eve)
3-8 Captain John Smith and Pocahonias
4-9 Don Jose and Carmen
4-9 Lory Will and Anne Bouten
6-7 Lt. Pinkerton and Madame Butterfly



topnotch stints," VARIETY. "A darned happy marriage of Duffs and dialogue," CUE MAGAZINE. More *audiences:* "Mr. Adams and Eve" enters syndication *direct* from a two-season run on the CBS Television Network. In its Friday night time slot, the program rated an average 21.5 Nielsen. Match up your product with "Mr. Adams and Eve"—a winning combination.

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, CBS Relevision Film Sales, Inc.

# How will independents program against network competition?

Four major independent stations reveal their programing strategy in the coming fall battle against highly competitive net lineup

Ted Cott, vice pres. in charge of KMSP-TV & other NTA owned & operated stations



Our listeners will watch their neighbors win prizes

More and more each year the independent station is taking its toll of the network station's audience. KMSP-TV, our Minneapolis-St. Paul station, in a highly competitive market, moved into third place in the last Nielsen report. Specialized programing for children, local sporting events, hard-hitting programs and extensive feature film libraries are annually making the public more conscious of "the other station in town." The advertiser thus gains a low-cost opportunity to reach large numbers of people with the true formula of advertising, which is repetition.

Only with the independents can the national spot advertiser and the local advertiser reach the people in prime time, and the size of the audience they reach is growing each year.

The independent is gaining strength because of the "copy cat" programing of the networks, where the choice is between three westerns or two variety shows, leaving those who want alternate programing uncovered. As this material is made available to them, they are finding it, liking it and making it a habit.

And as the independent continues gaining respect and support of the national advertiser and local advertiser he is financially equipped to increase his program service which in turn results in increased advertising opportunities. On the independent station, the people in Minneapolis don't have to watch a woman in Los Angeles win a refrigerator. This fall she will watch her neighbor down the street win one on KMSP.

Fred M. Thrower, vice pres. & gen.
mgr., WPIX, New York



Vertical block programing by category

WPIX will not program against the networks this fall. We never have. Our approach is more positive. WPIX will continue to attract a substantial share of the New York audience by programing every half hour with the finest syndicated films—properties of "network" quality.

Programs like Whirlybirds, Colonel Flack, Decoy and Silent Service will always get "first preference" from large numbers of viewers regardless of what's playing the networks. And WPIX has many such fine first-run programs ready for the new season.

WPIX points to its leadership in children's programing in New York where we beat all seven stations in these time periods most of the year. In other areas we are fourth most of the time, third many times and second or first not infrequently.

With an eye to improving this position, WPIX will embark upon a new and exciting programing concept next season. Over 30 new WPIX half-hours (half of which are first-run in New York, the others, first-run off the networks) will form the backbone of this new format: vertical block programing, by category, seven full nights a week.

Monday night will be Adventure Night: seven successive half-hours starting at 7:30, of strictly adventure type shows. In like manner, Tuesday night will be Sports Night; Wednesday, Mystery Night; Thursday, Comedy Night; Friday, will be Drama Night; Saturday, Movie Night; and Sunday, Family Night.

We are excited about the potential of this highly promotable concept which will give WPIX-11 a new and distinct image in a somewhat scrambled seven-station market.

Obviously, it takes a lot of quality product to program in this manner night after night. Every "night" represents over a quarter-million dollars in production and talent. WPIX has a "network look" to it.

In a sense, then, WPIX does program against the networks, and everybody else. We program to win as many as possible of the "viewer votes" cast every half-hour.

When WPIX gets a 5.0 rating, network shows must get five to eight times this rating to get a comparable cost-per-1,000. More and more advertisers are becoming aware of this basic truth, and WPIX is delighted to have them with us.

Bennet Korn, vice president, WABD, New York



We counterpoint net programing

What does the independent station rely on when bucking the networks in this market? Three elements—ingenuity, taste and daring.

We depend on the aspect of counterpoint programing and diversification, which has earned us an unduplicated 95% coverage of the 4,700,000 homes in this area. In those time segments where comedy is the major contribution of the networks, we will turn to a block of adventure shows. In those time periods where dramas and westerns dominate network thinking,

(Please turn to page 59)

# "Time-buyers gotta be tough!"



"Sentiment's got no place in figuring the RIGHT time-buy, buddy. When it comes to getting the most for a client's dollar, give me facts - the straight, most recent facts, I mean,

"Like the way I figure KFWB in the Los Angeles market is what I'm talking about, Color Radio on KFWB's Channel 98 is the kind of new, exciting radio that has pulled listeners right in close.

Call or write for your copy of this fact-filled brochure: "TIME-BUYING FOR FUN AND PROFIT". Loaded with lots of handy tools which make it easy to buy Color Radio.

"Cold hard facts tell the story; as of July, Hooper shows KFWB as the NUMBER ONE station in the market...with a solid 95.5% gain in share-of-audience, Nielsen'is UP 82.7% ... and Pulse is UP 37.1% ... all since January.

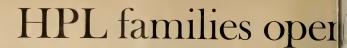
"So, buddy, here's one time-buyer who's quit buying stations strictly by ear...or by 'tradition'. The smart time-buyer will always buy KFWB ... first in Los Angeles, It's the thing to do!"





6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28 HOLLYWOOD 3-5151

PURCELL, president and general manager \* MILTON H. KLEIN, sales manager nationally by JOHN BLAIR & CO







# WHAS-TV

# IF IT IS **BIG**AND **IMPORTANT**, IT'S ON **WHAS-TV**

WHAS-TV NEWS with Exclusive Daily Newsreel . . . Winner of the University of Kentucky-A.P. "Distinguished Leadership Award" and Sigma Delta Chi Award. 12:25-12:30 p.m. daily 6:15-6:30 p.m. daily 10:30-10:40 p.m. daily 10:30-10:40 p.m. daily



WHAS-TV's nine-man news staff and 26 newsreel-reporter correspondents provide unmatched coverage of the BIG news... the southeastern Kentucky floods, the Prestonsburg school bus tragedy, the biggest private home robbery in U.S. history, and the \$250,000 Federal Building fire.

The journalistic magazine THE QUILL devoted its May editorial, cover and three full pages to WHAS-TV's cov-

erage of the Kentucky legislature.

When anything IMPORTANT happens in Louisville television, it happens on WHAS-TV. Viewers know it . . . and to do clients such as Shell Oil . . . and the Greater Louisville First Federal Savings and Loan Association which has sponsored the news EVERY night since WHAS-TV went on the air in March, 1950.

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!



WHAS-TV

Fishie

Foremost In Service

Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE 316,000 WATTS — CBS-TV NETWORK Victor A. Sholis, Director Represented Nationally by

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, INC.

#### SPONSOR ASKS

(Cont'd from page 54)

air sports or comedy. This is based on the fact that in the Metropolitan New York area with millions of people, there is a sizable percentage interested in different types of programing.

We have pioneered in the presentation of personalities. Nightheat, a program that singlehandedly altered the interviewing technique, was a natural for a local station. We are continuing to present programs that take advantage of the geographic location of our tv station—New York City, a place that boasts of the greatest array of interesting people in the world. The well-handled interview giving an insight into the personality of celebrities and real people is a must.

We have developed a public service and journalism documentary approach of which we are most proud. Within a single year we have presented such special programs as the live coverage of the Senate Labor Racket Hearings; the much lauded Operation Heart Saver, which televised a heart operation before live cameras; Portrait of the USSR, a six-part documentary series, presenting the most complete essay on Russia seen on television; and still another documentary currently being shown on the Middle East crisis.

Dick Woolen, film director and assistant program director, KTTV, Los Angeles



Ignore networks, program for L.A. viewers

KTTV in Los Angeles does not program against the three network outlets.

Just the opposite. KTTV programs only for Los Angeles viewers, scheduling shows at the time and day that we believe Southern Californians want to see them—not at a time and day convenient for the nation as a whole.

A tv program is more subject to localized preferences than any product that has ever been merchandised. All television is local to the viewer, for he dials a local station and chooses between local stations. We proved this to our satisfaction during a recent survey among 30,000 viewers which showed that only a small percentage

could correctly identify the network, or even the station.

Viewing preference is different in Los Angeles from the East where the majority of national programing decisions are made. The reason is that the seven Los Angeles stations developed wholly on their own. During their first three or four years—the formative years—there were no microwave connections with any other community. The stations, competing fiercely for their share of audience, adapted themselves to local habits and tastes since all their resources and all their ingenuity were directed only toward winning the local audience.

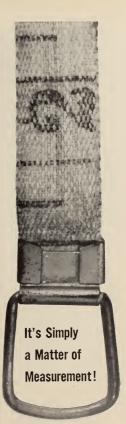
Los Angeles is a unique example of the force and effect of localized television. For example, the highest rated program in Los Angeles so far this year has been a KTTV presentation—the station's coverage of the ''Miss' Buniverse Contest.'' The 48 rating and 80.8 share of audience (ARB) at 11 p.m. was a fantastic 8.9 times that of the three network stations totaled together and more than four times that of all six other competing stations added together. Closest competition was nearly 45 rating points behind.

Specifically, KTTV will this fall program for Los Angeles viewers such syndicated properties as *Highway Patrol* and *Citizen Soldier*.

It will continue to bolster its daytime syndicated shows -- My Little Margie, Topper, Frontier Doctorwith such popular Los Angeles personalities as Jackson Wheeler, Sheriff John, etc. hosting the programs. It will continue to program George Putnam and the News twice daily and Paul Coates 10:15 Confidential File nightly. Its MGM movie library will be utilized for nightly First Show and Second Show at 10:40 p.m. and 12:10 a.m. And it will present for the first time on ty in the Los Angeles area such films as National Velvet, San Francisco, The Green Years, etc.

It will video tape college football games played in Los Angeles for tele-casting the following day; it will present the remaining Los Angeles Dodgers baseball games played in San Francisco and microwaved to Southern California and it will program in the early afternoon NTA's TV Hour of Stars. KTTV will continue its hourlong Divorce Court.

And it will schedule its programs at the time and day preferred by Southern Californians.



If you're measuring size of metropolitan markets, Fort Wayne ranks 108th. If you're measuring spot radio, WOWO, located in Fort Wayne, covers the 37th Radio Market . WOWO is the only medium that covers the 2,285,720 people in this rich 56-county market. If you're buying top radio markets, you must include . . .

VOVO 50,000 WATTS
37th U.S. Radio Market\*
FORT WAYNE, IND. Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

\*Broadcasting, December 16, 1957

NOW! JUST RELEASED NCS #3 FIGURES
REVEAL WHAT ADVERTISERS HAVE LONG KNOWN . . .

WFAA-TV is a "MUST BUY" in one of the nations "MUST MARKETS!"

638,360 TV HOMES

in the vast market coverage area of WFAA-TV!

DALLAS & FT. WORTH – the nation's 12th ranking metropolitan market in terms of retail sales – as well as its rich surrounding trade area – now substantiated to be under the powerful signal of WFAA-TV!

FOR AN AMAZING LOOK AT WHAT YOUR TV DOLLAR WILL BUY IN DALLAS TODAY CALL OUR **PETRYMAN** for a closer look at some very revealing facts on NCS #3.

WFAA-TV DALLAS @

A television service of The Dallas Morning News Edward Petry & Co. National Representatives National and regional spot buys in work now or recently completed



## SPOT BUYS

#### TV BUYS

Warner-Lambert Pharmaceuticals Co., Family Products Div., Morris Plains, N.H., is planning a campaign in major markets for its Verisan cold remedy. The schedule kicks-off 15 September for 12 weeks. Minutes during daytime and late evening segments will be placed; average frequency: 5-10 per week per market. The buver is Conant Sawver; the agency is Ted Bates & Co., New York.

Minute Maid Corp., Orlanda, Fla., is going into top markets to push its Minute Maid quick frozen concentrate. The campaign starts 8 September, runs through the end of October. Minutes and chainbreaks are being used, during both daytime and nighttime slots; frequency depends upon the market. The buyer is Bob Gruskay; the agency is Ted Bates & Co., New York.

Frigidaire Divicion, General Motors Corp., Dayton, is lining up announcements to advertise its Frigidaire automatic washers and electric dryers. The short-termer, a test campaign, starts 15 September. Minute and two-minute announcements will be slotted during nighttime segments. The buyer is Jim Kearns; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

E. I. DuPont de Nemours & Co., Inc., Polychemical Department, Wilmington, is lining up 30-minute slots during prime time in top markets for the Fall for a football prediction show to promote its Zerone and Zerex anti-freezes. The program will run through the football season. The buyer is Ted Wallower; the agency is Batten, Barton, Durstine & Osborn, Inc., New York.

#### RADIO BUYS

The Kiwi Polish Co., Pottstown, Pa., is entering major markets to push its Kiwi shoe polish. The schedules start 8 September for eight weeks. Minutes, both daytime and nighttime, will be scheduled. Frequency depends upon the market. The buyer is Manny Klein; the agency is Cohen & Aleshire.

The Best Foods, Inc., New York, is preparing campaigns for top markets for its H. O. Oats and Instant Oatmeal. A six-week campaign starts 15 September. Another six-week run starts 6 January. Minutes during daytime segments will be placed; frequency varies from market to market. The buyer is Bob Anderson; the agency is Sullivan, Stauffer, Colvell & Bayles, Inc., New York.

#### RADIO and TV BUYS

The American Sugar Refining Co., New York, is planning a radio and tv campaign for its Domino sugar. The campaign begins 15 September for 13 weeks. In tv, minutes during both daytime and nighttime segments will be aired; in radio, daytime minutes. Frequencies will vary from market to market. The buyer is Jerry Van Horsen; the agency is Ted Bates & Co., New York.



# It's Simply a Matter of People!

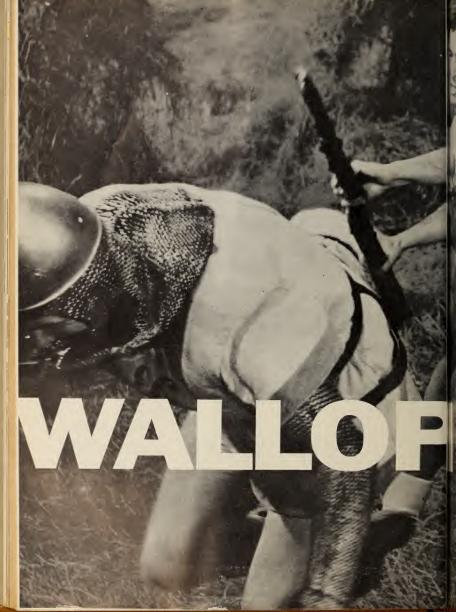
If all the people in Buffalo (1,340,000), Providence (705,000), and Nashville, Tenn. (363,000) got together, they would almost total the big, bustling market reached by WOWO, the 37th Radio Market.

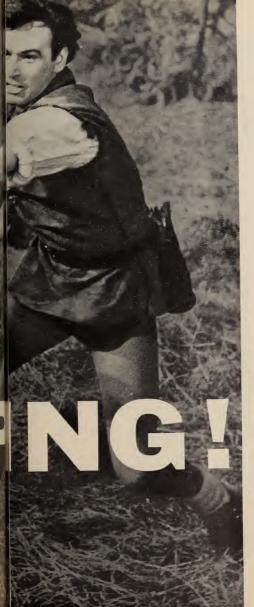
If you're buying top radio markets, you must include . . .

FORT WAYNE, IND. Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

Broadcasting, December 16, 1957





The Adventures of

# WILLIAM TELL delivers smashing impact that

viewers and sales will feel. Action that stops you cold. Adventure that leaves you breathless. Excitement that bristles with tension and suspense.

You know how popular swashbucklers are these days. Well, WILLIAM TELL has everything they've got — and more. The beloved legends of the famous man who fought for his country's independence. Thrilling battles against injustice. A fight for a man's love for his wife and child.

All this set against the inspiring beauty of the Swiss Alps... where these 39 great half-hours were filmed... with gorgeous production values and superb photography. What more could you ask—except to see audition prints of this socko entertainment that's sure to produce sales haymakers—from...

National Telefilm Associates, Inc. Coliseum Tower, 10 Columbus Circle New York 19, N. Y. JUdson 2-7300

Offices: Atlants, Boston, Chicago, Dallas, Hollywood, Memphis, Minneapolis, Toronto, London



Still riding high as the No. 1 station by far in the nation's 14th market, WGR-TV is delivering Booming Buffalo with:

- Largest Share of Buffalo's Viewing Audience from sign-on to sign-off 7 days a week and a larger audience than the other two stations combined, noon to 6:00 p.m. weekdays.
- Top Local Shows and Personalities: Helen Neville, Buffalo's leading lady of television Bill Mazer, Buffalo's top sportscaster – Roy Kerns, Buffalo's authoritative news voice. Highest ratings – more viewers per set – low cost per thousand.
- Superior Local Acceptance: Emphasis on local programming, promotion, and civic participation has made Channel 2 an important and widely recognized asset to the business and home life in the Buffalo area.
- Superb Studio Facilities: Most extensive (60 x 40 feet) facilities in Buffalo. Additional features include outdoor tennis court and outdoor patio.
- Tremendous Bonus in Canada: Coverage of over 800,000 sets.
- Strongest Merchandising in Touri: Tailor-made point-of-sale material throughout the WCR-TV area.
   Regular mailings for WCR-TV advertised products to 925 grocers and 525 druggists. Contact Peters, Criffin, Woodward for acadabilities on WCR-TV.

TOP CHOICE IN BUFFALO OF ADVERTISERS AND VIEWERS ALIKE





#### FILM-SCOPE

6 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

With 1 October starting dates just around the corner, the fall syndication picture is beginning to take shape. At this point, it looks something like this:

- (1) First-run sales are catching fire; most have achieved a 50-market minimum.
- (2) Re-runs, with no set air dates, are moving more slowly.

Here's a look at how some first-run product is doing thus far:

- Screen Gems' only syndicated release, Rescue 8, has contracted for 75 markets, including three eight-market regional deals.
  - CNP's new show, Danger is My Business, is sold in 85 markets.
- Ziv's shows, Mackenzie's Raiders and Dial 999, have both been cut in for major regional business. Mackenzie's Raiders, with B&W and Schlitz among its multi-market sponsors, is slotted in 63 markets; Dial 999, with Pillsbury in 30 markets, is signed in a total of 81 markets.
- CBS TV Film's venture into comedy, Colonel Flack, is lined up in more than 50 markets.
- TPA's New York Confidential, with DX Sunray Oil in 62 markets, is slotted for a total of 115.

Budweiser, via D'Arcy, is expanding its original U. S. Marshall (NTA) alternateweek buy to between 80 and 90 markets, from an original 55.

The agency is currently undertaking what often is a station problem: Finding the alternate-week sponsor in all those markets.

Don't assume that being a network subsidiary means an easy entre for a syndicator into his networks affiliate stations, or even its o&o's.

CBS TV Film, especially, finds its own stations the toughest to sell this fall.

Reason is obvious: the continuing pattern of early and late feature shows leaves less time for a syndicated series.

It looks like the summer sales doldrums are over for MAC and its Paramount library.

Three sales of the full library this week bring the market tally to 12, and a return of well over half of MCA's \$50 million investment.

Buyers this week: KIRO-TV, Seattle-Tacoma; KPIX, San Francisco (for a reported \$4 million); and KHQ-TV, Spokane.

Other markets previously sold: New York, Los Angeles, Boston, Philadelphia, Washington (partial sale), Sacramento (also partially), Grand Rapids, Omaha, Guam.

Those national advertisers who have been drifting toward syndication buys are doing so primarily in the smaller markets.

Note what one top agency vice-president this week told Film-Scope: "Our clients are definitely interested in market-by-market buying and we're doing plenty of research on the subject. But so far we can't see a strong advantage in the multi-station markets."

This comment is born out by BAR's second-quarter report of national advertisers who use spot film in the top markets. Compare it with last year's second-quarter report and you'll find the list diminished considerably.



6 SEPTEMBER 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

#### MARKETING WEEK

Campaigns tying in two or more different products are not new but they are becoming more important because they offer a wedge for multi-displays in consumer retail outlets.

Here are three tie-in campaigns, two of them involving air media, now under way for the fall. Each goes about it in a different way:

• Domino Sugar, via Ted Bates, is harnessing tv, radio, newspapers and magazines behind a "Used Together . . . They Sell Together" theme.

In addition to the consumer campaign, Domino is putting out a Fall Planning Guide for retailers. This urges stores to team Domino sugar with related items and illustrates p-o-s material as well.

The Guide puts special emphasis on tie-in products for chocolate frosting. Besides Domino Confectioners 10-X powdered sugar, such a promotion would include baking chocolate, vanilla extract and butter or margarine.

• Mattel, Inc., which uses Mickey Mouse Club, will have its toy guns promoted on tv by General Mills, too.

GM is running a "Great Guns Sweepstakes" for Kix, Trix and Sugar Jets during September and October. About 16,000 guns will be given as prizes.

Fifteen filmed spots, featuring kid actor Lars Henderson—seen regularly on the Mattel MM segment—will be used by the cereal manufacturer on the Captain Kangaroo, Lone Ranger and Mickey Mouse Club shows. In addition, 10 million cereal packages will carry four-color pictures of the guns.

 Campbell is tying in soup and its own Swanson products in a "Souper-Duper Chicken" promotion this month.

Stores will be offered a scotch plaid design re-usable dump-display bin to carry out the budget theme of the promotion. Supporting material will include display bin cards, recipe pads and ad mats plus a consumer campaign in supplements and magazines.

Five products in all are involved—Cream of chicken, celery and mushroom soups with Swanson boned chicken and turkey.

New marketing concepts in the cosmetic field are in the wind, according to an ad vet in this field.

Look particularly for copy lines incorporating the "new and improved" gimmick, a label not used in the cosmetics industry until early in 1958 when Revlon pitched it. Traditional approach is to bring out a completely new product.

Concentrated marinade piquante, bouillabaisse, lobster Newburg, spiced Cherry Heering preserve, babas au rhum.

Doesn't sound much like a General Foods line, but it is. The products above were among the seven introduced by GF at the fourth annual Fancy Food and Confection Show at the Waldorf-Astoria recently.

How come? GF doesn't expect much volume from its gournet foods, which it began distributing last year, but three solid reasons for selling them were given by Joseph B. Starke, manager of GF's gournet foods operation:

They were (1) to contribute ultimately in a modest way to GF's profits, (2) to give more class to the GF corporate image and (3) to uncover new products suitable for mass distribution.



6 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC

#### **WASHINGTON WEEK**

Congress may be gone, but some of its activities linger. At least as to their effects.

Morthing firm in the way of plans as yet, but the Senate Commerce Committee may have some reports of more than passing interest. Probably not Committee reports, but rather staff documents.

That committee looked into tv allocations problems, rating services, and has kept a continuing eye on network operations. It has also been following the FCC's progress with its own Barrow report on network practices, and very closely. In addition, there were hearings on the ASCAP-BMI embroglio.

Of all of the fields in which the Committee has been interested during this session just closed, allocations and rating services seem the likeliest candidates for pungent comments.

There is still some chance of New York hearings on ratings, in which case even a staff report would be unlikely this year. The report is likely to be less critical of the rating services than it will be with respect to the heavy dependence on them by networks and sponsors.

In the field of allocations, the Committee will likely be much less interested in uhf than it has been in the past. The FCC will probably be exhorted to continue its efforts to try to put more whi stations on the iar.

The Commerce Committee appeared to be impressed, both with the ABC plan for "droping" on new vhf stations on present channels, and also with the Craven plan for securing more spectrum space through a trade with the military.

•

The Senate Commerce Committee, although it frequently disagrees with its staff on methods, still remains anxious to make provision for more tv stations.

The FCC's report on tv industry finances in 1957 adds more proof that new stations, except in highly selective areas such as would be served under the ABC drop-in plan, run into stiff going.

Uhf is an old story. But the report shows uhf losses climbed from \$1.9 million in 1956 to \$3.5 million in 1957, with 11 going dark during the year. Only 23 of 95 operating all or a part of '57 reported profits, and the year wound up with only 83 in operation.

More significant, of the post-freeze vhf stations, 303 of them, just 162 reported profitable operation. Of 28 which went on the air in 1957, 25 reported their experiences and 20 of these showed losses.

The story is even clearer when viewed against the overall tv picture. Total tv industry broadcast revenues rose 5.2 percent in 1957 to \$943.2 million. Total expenses increased even more, 10.7 percent to \$783.2 million. Profits before Federal taxes, therefore, fell 15.6 percent to \$160 million.

Network share of the revenues was \$467.9 million, 95 pre-freeze vhf's accounted for \$261.3 million, but the best the 302 post-freeze v's could do was \$187.3 million, with the uhf's accounting for a negligible \$26.7 million.

Web expenses were \$397.2 million, those of the 95 pre-freeze v's were \$179.3 million, the 302 post-freeze v's disbursed \$176.5 million, and the u's spent \$30.2 million.

Web profits were \$70.7 million, the 95 pre-freeze v's took down \$82 million and all 302 post-freeze v's between them shared only \$10.8 million.



#### SPONSOR HEARS

6 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The medium-sized agencies continue to snag away accounts in competition with the giants.

Only recently Keyes, Madden & Jones won out over McCann-Erickson in the bid for the Florist Association business. And now Fuller & Smith & Ross emerges as victor over Y&R and BBDO for the American Optical (\$200,000) account.

From present indications, the last brand in Detroit that will reveal its 1959 models is Edsel.

It also looks as though that division is a long way from a decision about its advertising campaign and general ballyhoo.

Interesting sidelight on changing authority in the ad agencies: In the major shops, the selection of a network tv buy is the joint recommendation of the media and program departments.

Their recommendation is passed on to the account section, which holds the power to veto rather than recommend.

It takes a year for an agency to digest and recover its investment in a new account—that is, reach the break-even point.

The rule-of-thumb works this way: There's no profit in the first six months of billings. The from the billings for the next six months pays for the first six months of work and the investment in basic research.

Don't be surprised if the Civil Aeronautics Bureau turns to the FCC as well as the FTC for help in suppressing the traffic in free airline rides for free air plugs.

Involved most deeply in the practice are giveaway and variety shows.

As a result of this evasion of CAB regulations forbidding trade-outs, quite a business in cutrate airline tickets has sprung up.

Looking gift horses in the mouth has become the habit of a major spot agency on Madison Avenue.

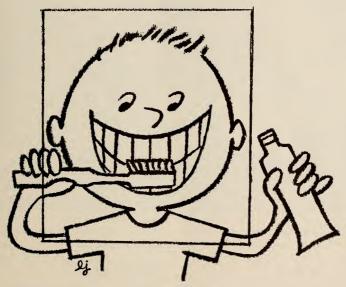
Only this week it got a pitch from a Southern station offering three free D time spots for each three paid B class spots. The station referred to it as "special summerend deal."

The agency's check revealed that all the station's accounts were not getting the same proposition. So the sale blew up because the offer was just another under-the-counter rate cut.

NBC TV was trying hard this week to salvage a tentative order from General Mills for a piece of the new Ellery Queen series.

The miller elected to withdraw when ABC TV moved the Disney show opposite the mystery on Friday nights.

On the other hand, the Disney switch brought a two-fold protest from JWT, which didn't fancy the idea of 1) its Ozzie & Harriet series being deprived of Disney as a frontrunner Wednesday nights, and 2) having it in competition with the Jackie Gleason show (CBS TV).



## THIS TOOTHPASTE TASTES GOOD!"

He's trying a product he saw advertised on WGN-TV. And he's sold! The program was The Honeymooners where he and 716,000\* other folks watched—and were sold. (\*Nielsen—June 8—July 12, 1958).

Whether you want to reach children or adults—WGN-TV's top programming delivers the kind of audience that meets your needs.

#### That's why Top Drawer Advertisers use WGN-TV.

Keep your eyes on WGN-TV this fall, because more and more top drawer advertisers are buying WGN-TV first in Chicago.

The station that puts "GEE!" in your Chicago sales!





#### TV RESULTS

#### GAS

SPONSOR: Piedmont Natural Gas Company AGENCY: Direct Capsule case history: Seven years ago, natural gas was introduced into the Charlotte area. Due to the newness of the product, a certain amount of natural resistance was encountered. In order to combat the problem, the Piedmont Natural Gas Company turned to television. They decided to sponsor a weather telecast on WSOC-TV, Charlotte, N. C., to link natural gas with a valuable public service program in the public mind. For seven years, Piedmont continued sponsorship of Channel 9 Weather, and watched acceptance, sales and good will grow. Each year, company officials watched with satisfaction as more and more people turned to gas. In July of 1958 so widespread was the acceptance of natural gas, that the company was enabled to reduce rates to their residential and commercial customers. The company attributes a good part of the switching to natural gas to the show. "Your station has played a major part in our success," said J. J. Sheehan, Piedmont v.p. in charge of sales.

WSOC-TV, Charlotte

Weather program

#### FERTILIZER

SPONSOR: Schuler Fertilizer Company AGENCY: Direct

Capsule case history: Schuler Fertilizer Company of Marshall, Minnesota purchased a schedule on KELO-TV, Sioux Falls, South Dakota to advertise PEP, a plant fertilizer. KELO-TV operates booster stations in Reliance, S. D. (KPLO-TV) and Florence, S. D. (KDLO-TV), which carry all programing and announcements transmitted by the mother station in Sioux Falls. No other medium was used for the campaign. After the campaign had been underway a few weeks, Schuler experienced marked increases in their 8-ounce PEP sales. Of particular importance was the fact that their sales curve showed increases for the smaller size PEP. Later in the campaign, sales for the larger 8-ounce bottle showed a rapid climb-evidence that viewers had tried the smaller size with results. Schuler had succeeded in placing over 3,500 bottles of PEP within the coverage area of KELO-TV and its two booster stations. "We must give credit where credit is due," said Daniels, sales manager.

KELO-TV, Sioux Falls

Announcements

AGENCY: Direct

#### **FOOD STORE**

SPONSOR: B&H Food Store

AGENCY: Direct

Capsule case history: When B&H Food Store of Mobile abandoned print some three years ago because of unsatisfactory results, they purchased full sponsorship of Ziv's Highway Patrol, seen Thursdays from 8 p.m. to 8:30 p.m. on WALA-TV. Mobile, Alabama. The 24-hour seven-day-aweek store has renewed the show for three consecutive seasons. Despite the fact that a local chain store does more than 40% of the area's grocery volume, B&H has been able to boast a better than average sales volume which increases each succeeding year of sponsorship. The store attributes the rise to the air selling of Jim McNamara, WALA-TV national sales manager, who, they insist, must do the commercials. Client claims that when he is off-camera, sales volume dips. An oddity of the B&H campaign is their foregoing the third commercial: "In order that you may enjoy the remainder of Highway Patrol to conclusion and without interruption B&H relinquishes its commercial time."

WALA-TV, Mobile

Film show

#### CANNED GOODS SPONSOR: Sam McDaniel & Sons, Inc.

Capsule case history: Sam McDaniel & Sons, Inc. of Bedford, Va., packagers of Bunker Hill Canned Beef, had been struggling for months in the Norfolk market. Sales were low and their position was rather precarious with several of the wholesalers. After several unsuccessful trys in other media they purchased an announcement schedule on WAVY-TV, Norfolk, Va. The situation changed almost immediately after they began advertising on WAVY-TV. McDaniel's sales curve made a sudden surge forward and rose perpendicularly. In a four-month period the company showed an astonishing 101½% increase. Since then McDaniel's sales have risen at a steady pace. "Anytime your business changes from a shaky position to a strong competitive position, with

a doubling of sales, there is a reason," stated J. W. Valiant

II, sales manager for the company. "And the reason is

television. It's still hard for me to realize how quickly

things began to happen when television began to sell for us."

WAYY-TV, Norfolk

Announcements



Farm living has changed a lot out here in the Land of Milk and Money. In fact, the only way we know a farmer from a city-feller is that the farmer pays cash for his new car!

Yes, here's a unique market of small cities and big dairy farms . . . 42% rural and 58% urban . . . more than 400,000 families enjoying Channel 2-CBS Television.





# THE LAND OF MILK AND XONEY WBAY, CHANNEL 2, GREEN BAY

HAYDN R. EVANS, GEN. MGR.

REP. WEED TELEVISION



#### NEWS & IDEA WRAP-UP

#### **ADVERTISERS**

Peter Paul returns to network radio next month with the largest saturation campaign in its history.

To celebrate its 40th anniversary, the candy company ordered a 40-program per week participation campaign via Mutual as a climax to its spot ty and spot radio drive.

New theme: What's the call? Peter Paul! Agency: D-F-S.

Advertisers' campaigns of the week:

• Mennen Co. will be going allout during the month of December, just prior to the peak Christmas selling period, to promote its new Gold Crest Toiletries line. In addition to print, here's what the company will use:

Network tv: participations on American Bandstand (ABC-TV); Today (NBC-TV) and Tonight (NBC-TV)

Network radio: CBS Weekend Plan

 Mission Pak will make a quarter-million three-week saturation buy of tv and radio spots in the Los Angeles and Bay area beginning in mid-November. To supplement this, the retail chain will also use print and outdoor posters. Agency: Stanley Pflaum Associates.

• B. T. Babbitt, Inc., which

launched its New York City Subway-Soap Coupon (Buy Three-Ride Free) promotion a couple months ago, is in Albany now, with a coupon promotion in that area. Also featured are cash prizes awarded to listeners who hear their number aired on WTRY.

• For their first organized industry promotion "Ice Cream for the Holiday Week" kicks off the campaign 15-21 December. Sponsored by the Paraffined Carton Research Council, the campaign is aimed at stimulating more ice cream consumption during the winter. Plans include spots on tv and radio in too market cities.

They'll do more advertising: The Isodine Pharmacal Corp., a division of International Latex, starts its 1958-59 fiscal year with increasing its advertising by 200%. Its major effort will continue to be in tv. Agency: Reach, McClinton.

Rayco Manufacturing Co. has stepped up its fall advertising budget by 20% over last year. Its four-month



#### PICTURE WRAP-UP

No close shave: Charlotte, N. C. barber Nelson Snyder (c) won by wide margin mail contest sponsored by WSOC Radio to select favorite barber. WSOC personalities Bob Jones (1), Dewey Drum look over some of 2,500 votes Nelson pulled of almost 7,500 cast



One of largest radio/tv sales of year in Iowa consummated in Des Moines when Jonathan Fletcher (r), pres. Home Federal S. & L. Assn., signed contract with Robert Dillon, v.p. and gen mgr. of KRNT and KRNT-TV, for 28 football broadcasts





C. B. Akers (1), gen. mgr. of KVOO-TV, Tulsa, congratulates Okla. gubernatorial candidate J. H. Edmondson (r) and Mrs. Edmondson after Democratic primary victory. KVOO-TV televised Edmondson's speech, picked up by four other Okla. tv stations

record campaign gets underway this week; in radio—2,100 one-minute spots a week from 77 radio stations in 70 markets; in tv—160 one-minute filmed spots a week on 53 ut stations, in 50 markets. Agency: Emil Mogul.

Strictly personnel: Theodore Rosenak, v.p. in charge of advertising for Blatz, now in the same capacity at Pabst; and Rocco Bunino, v.p. in charge of sales at Blatz, now doing the same at Pabst . . . Matthew Ruffle, appointed a v.p. at Hazel Bishop . . . Frank Barnes has joined the New York sales office of St. Croix Paper Co. . . . F. James Franklin, promoted to sales manager of RCA Whirlpool.

#### **AGENCIES**

The Kroger rate of agency turnover continues unabated.

Now it's Campbell-Ewald quitting its \$1.25 million share of the chain's business because it didn't pay off in profit. Campbell-Mithun, already in the Kroger fold, is to get a chunk of the C-E leavings.

Agency appointments: Leo Burnett, for Allstate Insurance Co.'s new lines, including life, accident, sickness and hospitalization insurance . . . . BBDO, for American-Standard Air Conditioning Division . . . The Zakin Co., for Knickerbocker Yarn Co., New York . . . The Art Blum p.r. and ad agency, retained by O K Candy and Ice Cream Co. of Sonora . . . Koehl, Landis and Landan, Inc., for PGW, stations resp.

Thisa and Data: Livingston and Associates, Chicago, is the agency on all Ledds Chemical Products brands, including M-O-Lene and Wool-O-Lene . . . D'Arcy is the new agency on Studebaker.

At MacManus, John & Adams: These top level changes on the Pontiac and Cadillac accounts: Hovey Hagerman, senior v.p., becomes Cadillac account supervisor under Charles Adams, v.p. and executive assistant to Ernest Jones, president; James Graham, supervisor of Pontiae; Robert Field, account executive on Cadillac; Colin John, account executive on Pontiae

They became v.p.'s: Walter Tibbals, formerly v.p. in charge of tv/radio at BBDO's west coast office, named v.p. and general manager of radio/tv at Norman, Craig & Kummel ... William James, elected executive v.p. at Paris & Peart . . . Carroll Grinnell, a v.p. at B&B and account supervisor of Gaines products.

Other agency personnel moves: John Waite, appointed v.p. and supervisor of cosmetic accounts at Lamipert & Feasley, Inc. . . Francis Lanigan, former manager of new product marketing at Nestlé Co., to B&B as a marketing executive in the agency's newly created Development



To celebrate 5th anniversary of doing homemaker show on KOB-TV, Albuquerque, station gave Marge White cake at KOB-TV transmitter, 10,600 ft. above sea level. With Marge: (1 to r) cameraman Buddy Chapel, dir. Harry Norviel, prom. mgr. L. Christison





Top management of Detroit Tigers baseball team, along with radio/tv representatives, flew to Kalamazoo recently to inspect new home of Fetzer Broadcast Co., pay tribute to John E. Fetzer, pioneer broadcaster and board chairman of Detroit Baseball Co.



Unit . . Daniel G. Evans, elected president of Whitlock, Swigart & Evans, Inc., New Orleans . . . Russell Fradkin, formerly president of Fradkin Advertising, Inc., has joined Kameny Associates as senior account supervisor and member of the plans board . . Everett Sathrbeck, v.p. and art director at Reach, McClinton & Co., named the agency's executive art director.

At Bryan Houston: Peter J. Smith, appointed producer in the tv/radio department; Peter Keveson, creative

supervisor in the drug division of the agency; and Coral Eaton, associate director in charge of media analysis.

D. M. Marshman, Jr., appointed to the new post of creative director at C. J. LaRoche . . . Baker Ostrin, creative director at the Los Angeles office of MacManus, John & Adams . . . Harry Kinzie, Jr., named copy chief of Tatham-Laird, Chicago . . Art Morat, to the art staff of Grant's Detroit office . . . Carl Tuosto, account executive at Davis cummins &

#### NETWORKS

NTA Film Network will soon put the SRO sign out for its Shirley Temple Film Festival series, to start in October.

Five national advertisers have signed to sponsor these films: Ideal Toy Corp., Necchi-Elna Sales Corp., Phillips-Van Heusen Corp., Shwayder Bros., and the radio/tv division of Westinghouse Electric Corp.

All are represented by Grey.

#### Network Ideas at work:

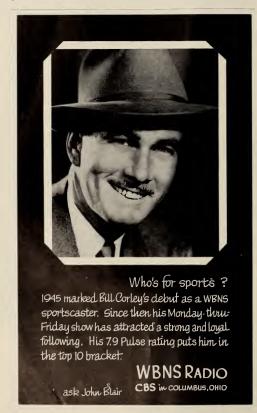
 Seeking a teen-age audience for promotion of its new lemon-flavored cough drops, Vick Chemical Co. will sponsor ABC-TV's American Bandstand. Dick Clark will spearhead the new promotion by doing both live and filmed tv commercials (via a catchy rock 'n roll jingle) and by tossing out hundreds of free samples during each performance.

• Johnny Carson, quizmaster on ABC-TV's Who Do You Trust, is launching a Lucky 13' contest among promotion managers of ABC-TV stations carrying his show to determine which station does the best job to promote the program. The total, in cash prizes, amounts to \$5,000.

New network affiliation: WSIL-TV, Harrisburg, Ill., has joined the ranks of primary ABC-TV affiliates.

Thisa and Data: Sterling C. Quinlan, ABC v.p. in charge of WBKB, Chicago, has authored a novel concerning the broadcasting industry dubbed, *The Merger*. It will be published 16 October, by Doubleday & Co.

Network personnel: William Ballard, named director of market planning for Mutual . . . Roger Gimbel, named executive producer, daytime programs and John Greene, manager, daytime program operations.



NBC-TV . . . Jerome Harrison, manager of sales development, NBC-TV network sales.

#### FILM

CNP's first-run documentarydrama, Danger is My Business, has been sold in 85 markets to date.

Advertisers buying the series include Kroger Co.; Boise Cascade Lumber Co. (four Idaho markets); First Federal Savings And Loan Association, Miami; Old Kent Bank & Trust, Grand Rapids; First Federal Savings and Loan, Pittsburg, Kan; Sealtest Dairy & Grocers, Indianapolis; Cincinnati Gas & Electric; Honey Krust Bread, Louisville; Carothers Sheet Metal Co., Euguene; Exercycle, New Mexico.

Station buyers include WRCV, Philadelphia; WJZ-TV. Baltimore; KCOP, Los Angeles; WSM, Nashville; KING-TV, Seattle; KPTV, Portland; KTVTT, Salt Lake City; KHQ, Spokane; WEHT, Evansville; and WNTA, New York.

Other Sales:

• Kitchen Fresh Potato Chips has purchased Lakeside TV's Tomahawk for three west coast markets: San Francisco, Los Angeles and San Diego.

Sales meetings: Key executives of Guild Films were granted stock options this week at the company's annual fall sales meeting.

Fall distribution of Curtain Time (off-network Telephone Time re-runs) and Spunky and Tadpole cartoons was also planned.

NTA set up a new division this week to handle merchandising and manufacturer's licenses for its syndicated and network programs.

Named to head the division: Irving Lichtenstein, in New York, and Al Stern, on the west coast.

Strictly personnel: Anthony Torregrossa, former assistant sales service manager at Ziv, named sales service manager of Jack Wrather's new

ITC . . . Herbert R. Pierson to Reub Kaufman's Jayark Films. The two had worked together at Guild . . . William M. Koblenzer appointed to the newly-created post of New York program sales director at NTA.

Andrew Jaegar named eastern sales manager of the newly-created regional division at Ziv. . Richard C. Polister to Continental Films as general manager . . Victor Peck appointed midwestern sales manager, Regis Films . . . Michael J. Gould, to Guild, as sales rep . . . John Orr, appointed production manager, Klaeger Film.

#### RADIO STATIONS

What do folks want to hear, news and feature-wise, on their local radio stations?

This is the gist of a survey conducted by the Major Market Group ownership—stations KFOX. Long Beach, serving the Los Angeles market and KIMD, Independence, serving the Kansas City market.

The answer this radio station found:

# Leads in Fresno



Leads in farm programs \_KMJ-TV's full-time

farm editor has all the facilities of the Agricultural Department of the McClatchy Broadcasting Company at his disposal. He also works with McClatchy newspaper farm editors. This, coordinated with on-the-spot film coverage, results in farm programming without peer in Fresno.

KMJ-TV • FRESNO, CALIFORNIA • McClatchy Broadcasting Company • The Katz Agency, National Representative

#### WOW! WHAT A FIRST YEAR THANKS A MILLION FOLKS



Basic NBC Affiliate, plus selected ABC Programming.

Represented by Peters, Griffin, Woodward, Inc.

"Jasic" and WFGA-TV have enjoyed one year of steadily growing popularity down in Jacksonville—focal point of a \$1½ billion 64-county Florida-Georgia area. During the year, the station won national honors in Two Station Markets, winning 2nd place for General Audience Promotion and 2nd place in Sales Promotion in the Television Age-Billboard promotion competition.

We want to express our appreciation to our good friends and patrons, the agency people and time buyers throughout the country.

"Jaxie" the porpoise with a purpose, is beginning his second year with the same avowed aim—to provide top-flight programming!...excellent promotion!... hard-hitting merchandising!

WFGA-TV Channel 12

FLORIDA'S COLORFUL STATION

In the Syracuse Market

# WSYR'S COVERAGE EQUALS THAT OF NEXT TWO STATIONS\*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult*, *able-to-buy* audience by high quality programming in all major areas of entertainment and public

NBC in Central New York

Represented
Notionally by
HENRY I. CHRISTAL CO

STRUCTURE

STRUCTU

People are interested in news about

And so, in line with its policy of giving the people what they want, both stations now carry two-minute summaries a couple times a day, highlighting the important evening tv shows in their markets.

Now it's the stereophonic spectacular: WDSU, New Orleans, will hold a series of "spectaculars" designed to acquaint the public with the advantages of stereophonic transmission.

These series will use the stereophonic facilities of both its am and fm stations, and will originate from a local music shop, on South Claiborne Avenue.

FM note: KYW-FM, Cleveland, which began separate programing operations 1 August, has rejected all commercial sales until "we are sure we can deliver an audience to ourselves and our clients," declared Rolland Tooke, Cleveland v.p. for the Westinghous Broadcasting Co.

Sports buy: In what it considered "the largest sports buy in the history of New York radio by a sponsor in volume of hours and dollars," Budweiser Beer will sponsor all games played by the N.Y. Rangers and N.Y. Knicks—to be aired via WINS.

Station sale: KOMA, Oklahoma City, becomes another Storz station, purchased for \$600,000 from Myer Feldman, investor, and other associates.

Ideas at work:

- WHOP, Hopkinsville, Ky., which usually airs from 5:00 a.m. to 11:00 p.m., last week remained on the air around-the-clock for its "one-hundred-hour safety marathon" to cut down accidents during Labor Day weekend. In addition, its mobile news station wagons patrolled the highways, selecting the safe-driver of the hour.
- In line with its constant program for promotion of Indiana's Litterbug campaign, WOWO, Ft. Wayne, handed out thousands of "Litter-Bags" from a special Hospitality Tent set up during the reunion of the "Old Time Threshers and Saw Mill Operators" in the city.
- Last spring, deejays of KING, Seattle, planted a garden using the



The SELLibrated (and only full powered) station in the GOLDEN VALLEY (Central Ohio)

#### WHTN TV

CHANNEL 13
Huntington-Charleston, W. Va
serving 4 stoles and 5 prime cities
A COWLES OPERATION
Get the dollors and cents story
from Edward Petry Co., Inc.

#### 12 COUNTY NLAND WASHINGTON

POPULATION: 439,000\*
EFFECTIVE BUYING
INCOME: \$748.540.000\*

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.

INLAND WASHINGTON

\*Source: Sales Management, May 10 "Survey of Buying Pawer"



Not'l Reps.

Seattle & Partland Not'l Sol Art Magre & Assoc. Pet O'Hell



farm tools from a CARE package. This week, to demonstrate just how important these farm tools are, d.j. Frosty Fowler and his family are living off the produce of this garden, supplemented by a CARE food package.

Thisa and Data: KOWH, Omaha, has been elected to membership in the Nebraska Home Town Radio group . . National spot advertising on WBT, Charlotte, has increased by 16% during July, compared to July, 1957.

#### TV STATIONS

Harold F. Ritchie has bought into ABC-TV's 77 Sunset Strip and Cheyenne for the 1958-59 season. K&E is the agency.

That makes Sunset a sell-out.

Sports buy: The Los Angeles Rams-Chicago Cardinal football game today (6 September) via KHJ-TV, Los Angeles, will be sponsored by Falstaff and Volkswagen.

Speaking of sports, Buddy Blattner conducted a baseball clinic for the Little Leaguers of Lincoln, Neb., at KOLN-TV's sports field. One hour of this clinic was telecast.

Call letter change: KCJB-TV, Minot, N. D., becomes KXMC-TV this week, due to its purchase by the North Dakota Broadcasting Co., Inc.

Ideas at work:

 Climaxing a week-long promotion of Stage 12, WBOY-TV, Clarksburg, W. Va., staged a parachute drop over central W. Va., announcing the premiere of first-run movies on the station. Attached to the more than 300 parachutes, was a season's pass, good for viewing these movies.

Anniversary: WGEM-TV, Quincy, Ill., celebrates its fifth year of continuous telecasting this week.

#### I DON'T WANT JUST A JOB!

. . . I want a "position" as a Promotion Executive.

Heavy Radio-TV experience ranging from Local to National Sales Development, Advertising, Promotion, Merchandising and Exploitation in Network Radio, Local & Network TV, Film Syndication and Ad Agency business.

Currently in NYC, but willing to make move for long range opportunity.

Excellent references.

For details contact

Box 21

**SPONSOR** 

#### RESULT-GETTERS NOT CLAIM-JUMPERS



BUY

5.000 watts

Los Angeles

Represented by:
BROADCAST TIME SALES
New York Chicago Detroit San Francisco

DORA-CLAYTON

#### DIXIE CUP

(Cont'd from page 42)

agency. Hicks & Greist, whose vice president and director of radio and tv. Ted Grunewald, suggested a new approach to buying tv.

The new approach called for an adaptation of the standard contiguous rate structure. Rather than the traditional application of the discount principle (to large advertisers who used 52-week schedules), a plan was worked out so that the buying could be lumped within a single month, vet still qualify

on volume for the discount rates. The result was a two-fold gain: the company derived tremendous impact and created a dramatic promotion by virtue of the saturation, yet achieved it all within a tight springtime budget.

The second problem-sales strategy -came down to what to say, and how to say it. The answer to this came out of a test print campaign the company had run some time earlier.

The theme was based on the idea that a cup dispenser in the bathroom would eliminate the unsanitary bathroom drinking glass. The problem was how to translate the idea to tv.

There was an additional complication: the fact that several programs were being used meant various time segments, range of audiences and widely divergent characteristics and personalities of the 13 shows.

The agency solved this by preparing special scripts for each show, tailored to the delivery, audience loyalties and patter of each performer.

The only unsolved problem remaining was that of continuity throughout the promotion. The agency inclined toward an animated film, but realized the difficulties it would entail.

The solution came with the development of a germ with a tough-guy accent. The "joim" was a clearly-defined villain, the kind viewers actually want to see foiled, but was also prototype enough not to make the skin crawl. What emerged was a dastardly villain who makes his home on "dat bat'room glass dat everybody uses.'

The written commercial scripts and the animated film were used evenly over the 36 commercial minutes-18 times each. Since there were 13 shows this meant that each show had at least one of each, giving the campaign the benefits of both the personal performer touch, and the continuity theme.

Was the campaign successful? "The campaign scored on two counts," reports James W. Stitt, Dixie's ad manager. "The tv personalities selling Dixie home dispensers brought people into stores to buy. At the same time the idea was a 'first,' so we got favorable dealer reaction on our astuteness. What more could we ask for?

This year's campaign was a continuation of Dixie's policy of using a healthy portion of its advertising for air media. It was not always so. Prior to 1954, the company used print exclusively, but that year it began exploring ty tentatively, via local participations in selected markets.

By last year more than 50% of the budget was going into air, a situation that could well continue, based on the success of the current effort. Says Russ Wood, Dixie's sales director, home products division: "Air media works. We've proved this to our own satisfaction. Not only can ty be merchandised to the trade, but we've learned that chain store buyers expect a company with the stature and reputation of Dixie to use the medium."





#### 7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA - MARCH 1958 SHARE OF AUDIENCE - MONDAY-FRIDAY

	wkzo	Station "B"	Station "C"
6 A.M 12 NOON	32	22	10
12 NOON - 6 P.M.	29	22	10
6 P.M 12 MIDNIGHT	30	20	11

#### BUT ... WKZO Radio Touches All the Bases for You in Kalamazoo-Battle Creek and Greater Western Michigan!

It takes just one big swing, the swing to WKZO Radio, to make many thousands of hits, every day, in Kalamazoo-Battle Creek and Greater Western Michigan.

In fact, WKZO averages over 32% of the total audience "hits" each day (Mon.-Fri.) from 6:00 a.m. to 12 noon or a tremendous 48 % more than the secondplace station!

Let Avery-Knodel tell vou more about WKZO Radio. \*Only eight major leaguers have ever accomplished 3000 hits in a career. The most recent to reach the goal was Stan Musial (on May 13, 1958).



#### The Fetzer Stations

AND GREATER WESTERN MICHIGAN Avery-Knodel, Inc., Exclusive National Representatives

### Paydirt in the Piedmont

and WSOC-TV has uncovered it in 16 months.

> Syndicated shows sold this summer:

> > WHIRLYBIRDS
> > TARGET
> > FOLLOW THAT MAN
> > DIAL 999
> > UNION PACIFIC
> > DECOY
> > IF YOU HAD A MILLION

WSOC-TV

Charlotte, N. C. H-R Reps Nationally F-J Reps Atlanta

Programmed for the housewife ... the buyer

for the family

# WISH Indianapolis

CBS

Represented by Bolling



A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston

WANE & WANE-TV Fort Wayne

WISH & WISH-TV Indianapolis

#### VIDEOTAPE

(Cont'd from page 31)

Not only has tape touched off jurisdictional problems in actors' unions but it has also run into similar questions among technical unions. James Higson, program director of KHJ-TV, Los Angeles, in charge of Don Lee Videotape Recording Service, suggests the following steps to establish a precedent with regard to tapes made by crew of one union, played back by another:

While a network could not contract directly for such a tape, an agency could. Once made, the tape would be handed to the agency. The agency would take it to the network with the opposite union. Thus the tape would have the status of any custom work—or of a film made in an IATSE shop played back on tv by NABET or IBEW.

Higson admits direct feed might be impossible but that the method has precedent and should be tested for tape as "a counter-part of film production."

As for the tv film production industry with its tremendous investment in camera and lab equipment (not to mention the fact that in New York alone it draws from \$30 to \$50 million annually in commercial production) a lot of dust has been kicked in the face of videotape. Understandably, no producer wants to throw his film equipment into the garbage can. On one hand, they are suspicious of tape and its implications. On another, they are suspicious of what networks and stations may do to undermine their position in the tv commercial industry. On still another they are suspicious of the tape equipment manufacturers. How torn up they are is apparent in the recent pilgrimage of the Film Producers Association to Washington to protect themselves against network-and-tape invasion of their domain

One of the things that has disturbed some is the entrance of Ampex, on a minority-interest basis, in the field of commercial production with Howard Meighan's new Videotape Productions.

Says Martin Ransohoff, president of Filmways, "It would seem to us that Ampex might have thought more of the long pull for the entire industry and, rather than invest in its own production company, put more money into facilities, parts depots and service personnel for maintenance; in short, worry about their customers' future instead of going into competition with them."

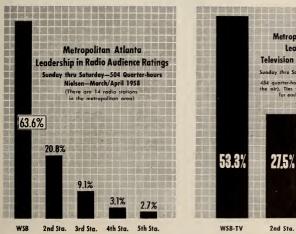
While not exactly ecstatic about Ampex's entrance in the commercial production field, he is fair in his evaluation of tape advantages. "With videotape, you can do just about anything short of animation (stop motion)," he points out. "Tape can handle almost any optical—wipe, mat, dissolve; what can be done live with tv cameras can be caught on tape."

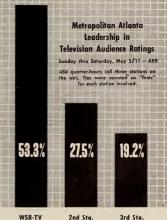
He does point out one thing, often overlooked-that spot tv will probably be the last to feel the effect of tape on a national advertiser level. "The key to the whole thing," Ransohoff says, "is the stations. Before tape becomes practical for spot commercials (as film now is) it will need 85 to 90% national market coverage. Only then will it become valuable as a spot tool. It could cut up to 20% off commercial costs then. But now it is not practical in a spot campaign. One of the big problems spot must face before tape becomes practical is that of traffic. However, when the stations are ready, we'll be ready.'

Fortunately, for the industry, the stations are getting ready. Videotape is already a reality. Tomorrow it promises to be an all-engulfing one.



### Here is how **WSB Radio and WSB-TV dominate** their fields in Atlanta





An advertiser's choice of stations in Atlanta can make a sizable difference in his sales results. These charts show why. In few cities of the nation do you see so marked a degree of consumer preference. This massive preference for WSB Radio and WSB Television is built on a record of superior local programming, better news service and staff work of high professional quality. Certainly your advertising in Atlanta belongs on the WSB stations.

#### WSB RADIO/WSB-TV

Affiliated with The Atlanta Journal and Constitution, NBC Represented by Edward Petry & Company



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denverradio station KOSI!

KOSI

/ 5000 Watts Denver is KOSI—land!

Give a "whistle" for your Petry Man WGVM—Greenville, Miss. KOBY in San Francisco

Mid-America Broadcasting Co.

#### MORE

radio homes at the

#### LOWEST

cost per home of any station in the

Heart of Florida



24-hour service to the Suncoast

#### WSUN Radio

St. Petersburg-Tampa

Represented by VENARD, RINTOUL & McCONNELL Southeastern: JAMES S. AYERS



## Tv and radio NEWSMAKERS



John E. McMillin who, with this issue takes over as spoxsor's Executive Editor, has a 20-year background of top-level agency experience, particularly in air media. A former creative head and director at Compton, he has served as radio/tv v.p. at Compton and Hutchins, has worked as an account executive at Maxon and Cecil & Presbrev, and has developed copy and

advertising plans for more than 25 major national accounts including P&G with whom he worked closely for 15 years. A writer by trade, interest and enthusiasm, his Commercial Commentary column in SPONSOR has attracted much industry comment in recent weeks. He is married, father of two sons, and a graduate of Yale.

Walter Craig, v.p. in charge of radio/tv for Norman, Craig & Kummel, Inc., has leen elected to the board of directors. Formerly vice president in charge of radio and television and a member of the board of directors of Benton & Bowles, Craig is completing his fourth year with Norman, Craig & Kummel. He joined the then newly reorganized company in January 1955 to

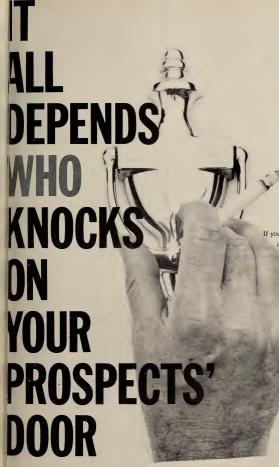


develop their radio and television department. Notable among his successes in this capacity have been his purchase and development of \$64,000 Question and The Price Is Right. His appointment to the NC&K board points up the new and more important role he will assume as his activities broaden to include marketing, planning and advertising. Craig is a member of the agency's executive committee.



Frank E. Pellegrin was elected president of The Broadcast Pioneers after a nation-wide balloting of all members. Pellegrin, vice president and partner of H-R Television, Inc. and H-R Representatives, Inc. has been active in radio/tv management, sales, promotion and public relations for the past 23 years. In 1947, he established WATO, the first radio station in Oak

Ridge, Tenn.; and in 1948 built and managed KSTL, St. Louis, Mo. Pellegrin served as president of the New York chapter of The Broadcast Pioneers from 1955-56, and was elected first vice president of the national organization in 1956-57. A frequent speaker before broadcast groups, he has authored two books on time sales.



If you want to open more doors and close more sales, it's sound practice to "knock" over KFMB in the highly reliable company of such welcome newsmen as Edward R. Murrow, Eric Sevareid, Lowell Thomas and Walter Cronkite. They have access to some 301,000 San Diego County homes (plus thousands more in five additional Southern California Counties) and will help add deep conviction to your message. And they're backed up by a whole corps of local reporters who get an equally warm reception. With news reaching such new peaks of interest the San Diego CBS radio station has one of the strongest selling voices in America. In San Diego KFMB IS CBS. FIRST ON . MORE LISTENING THAN ANY OTHER SAN DIEGO RADIO STATION

> KFMB CBS FOR SAN DIEGO

Represented by

Edward Petry & Co., Inc.



# SPONSOR SPEAKS

#### Simplify your rate card

In this issue (page 40) sponsor reports the recommendations of station representative Richard O'Connell for "streamlining" station rate cards.

The most significant part of this story is not the details of the O'Connell proposals.

Some station men and representatives can advance sound reasons why the frequency discount should not be dropped outright by all stations in all broadcasting areas.

But what should impress station managers and representatives alike is the enthusiasm with which hard-worked agency timebuyers have greeted the idea that their back-breaking load of paper work and calculations might someday be lightened.

SPONSOR is particularly close to timebuyers and timebuyer problems. SPONSOR knows that rate card complexities, especially in the radio field, are causing agencies needless and wearisome problems in handling spot business.

This in itself is an unhealthy situation. Spot radio and spot tv are far too important advertising media to be tagged with the stigma of "handling headaches" by those who recommend and buy them.

Beyond that there is no question that many stations, often without realizing it, are unnecessirily adding to their billing and accounting expenses by maintaining complex, outmoded rate card structures.

SPONSOR strongly backs the efforts of SRA and individual representatives to simplify rate cards. Responsibility for action, however, rests squarely on the shoulders of the station operator. We urge an immediate review of your rate card provisions, with an eye to eliminating all outmoded classifications.



THIS WE FIGHT FOR: Better understanding between those who buy and those who sell air media. Greater knowledge of one another's problems will bring the industry greater volume and more effective radio/tv advertising.

#### . 10-SECOND SPOTS

Ego-softener: An agencyman passed along to us a prospectus from a mutual fund investing company with a covering letter that began: "Are you a participating capitalist or are you just salaried by those who are?

Apt: Over the Labor Day weekend, WAKE, Atlanta, scheduled 496 announcements as follows: "WAKE to walk Tuesday, 2 September. Drive as though your life depends on it."

Mirror, Mirror on the wall: A source sworn to secreey reports the following: At a recent concept meeting at CBS TV for a beauty product commercial, the account executive said, "In this new commercial we'll use a mirror so the woman at home can see herself as she—" He stopped short when he noticed the others around the table were staring at him.

Army game: Clayt Staley, salesman for WPEN, Philadelphia, is intelligence officer for the 114th Armored Infantry Battallion, 50th Armored Division, N. J. National Guard. With his outfit at Camp Drum, and being an enterprising young man, Clayt figured out a way to make a couple of extra bucks on maneuvers. In the nearby town there were two cafes. Clayt's idea: "Let's sell Class A time on the command network and Class B time on the individual battalion networks to these restaurants." Clayt reasoned that since all the fellows had field radios. the restaurants would have a captive audience. But like the "best laid plans of mice and men," Clayt's plan fell through. The Battalion Commander vetoed it.

Late date—by Phyllis Barlow— The horror movies on tv Though advertised as creepy Come on at such an hour that They simply make me sleepy.

Nom de plume: On Madison Avenue we heard of a messenger service that recently forgot to pick up a package. The name of the service: "Accurate."

Thorough: A sharp-eyed reader of RAB's second quarter spot report noticed that in one case it listed seven 10-second announcements over a 10week period, remarked, "Is this subliminal?"

# ATTENTIVE

—that's what you get on WFAA RADIO! Here's a real oasis for the advertiser tired of the "exposure" type audience requiring 3 or 5 times the spots to do the selling job one spot should do!

People dial WFAA to hear farm news...to hear drama and comedy...to hear authentic news nappenings...to hear something musically different. These are the "attentive" ears—and there are more tuned to WFAA-820\* than to any other station in Texas, according to A. C. Nielsen!



the stations with "variety programming"

Radio Services of The Dallas Morning News Edward Petry & Co., Natil, Reps

• 10 . . . • • half--yndicated -• series are seen week • after week on

.

.

.

A very moving picture, indeed! Now is the time to put YOUR accounts that sell their products throughout

#### KERO-TV BAKERSFIELD SERVING MORE THAN ONE MILLION PROSPEROUS PEC

California's "five-county-city" on kero-tv. It's the ONLY way to cover California's Super-market.



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



Your "MUST BUY" Stations

# KMYRKOI

#### TIED FOR FIRST PLACE ALL DAY - JULY PULSE

17 County Area Pulse - July More quarter-hour firsts than any other station, 6 AM to 6 PM

- . Morning 3 Points out of 1st · AFTERNOON - 1st PLACE
- · Evening 2nd Place

HOOPER-July-Aug-1st ALL DAY See Adam Young or chat with General Manager Chic Crabtree

#### SOLID NO. 1

Morning - Afternoon-Evening

- · PULSE June Mon thru Sat
- 6 AM to 1st Place 30.5 share
- · HOOPER-June-July 43.5 share **Dominant First ALL DAY** See Avery-Knodel or Station Manager James H. Schoonover

RESULTS ARE A MUST, SO ARE . . .

DON W. BURDEN --- President

\* KOIL - Omaha NATIONAL REPRESENTATIVE

AVERY-KNODEL \* KMYR - Denver

REPRESENTED NATIONALLY BY ADAM YOUNG, INC.

#### **NEW LIGHT ON NET RADIO'S TOUGH FIGHT**

New programing strategy and hard selling have pushed net radio figures for '58 close to 1957's \$66 million. Here's the rundown for the fourth quarter

Page 33

Roh Fastman's road map for timebuyers, sellers

Page 36

SPECIAL REPORT: Tv's revolutionary videotape-Part

Page 40

ARF's new study on tv sets. county-by-county Page 47

DIGEST ON PAGE 2



#### YOU'LL HAVE THE AUDIENCE...

There's an audience waiting to jack up the time-period that's proving to be your trouble spot. Here's the show that does that job-fast!

Why does "Public Defender" build solid audiences fast? These are the reasons:

- \* It's loaded with sleuthing suspense and terrific excitement, yet...
- \* It's a family-type show, with no gore and no bodies. and...
- \* The star, Reed Hadley, has tremendous popularity with women. In addition . . .
- \* It's a big-budget, carefully made, quality show.

An audience pleaser-both sexes, all ages, and right for stripping. Any or all of the 69 segments of "Public Defender" will do a bang-up job for you ... morning, noon, or night! To tighten up your programming right now

Call your Interstate Television representative!



# PUBLIC DEFENDER as the

NEW YORK, N. Y., 445 Park Avenue, MUrray Hill 8-2545 SAN FRANCISCO, CAL., 260 Kearny Street CHICAGO, ILL., Allied Artists Pictures Inc., 1250 S. Wabash Avenue DALLAS, TEXAS, 2204-06 Commerce St. GREENSBORO, N. C., 3207 Friendly Road

TORONTO, CANADA, Sterling Films Ltd., King Edward Hotel



Now-Proved by New Depth Study

# KRNT RADICOULES

Is-far and away-THE MOST

# BELIEVABLE

STATION IN

DES MOINES, IOWA

MORE LISTENERS, TOO!

This Central Surveys study reveals many interesting facts that show without question KRNT is the station to use to get the kind of results an advertiser must get these days.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

#### FACTS-FINDING EXAMPLES

"If you heard conflicting accounts of the same incident on different radio stations, which station would you believe?"

> KRNT .....52% No. 2 STA. ....18% No. 3 STA. ....17%

#### **Personalities Preference**

- 2/3 name KRNT personalities.
- 40% name KRNT personalities EXCLUSIVELY.
- Re: Sta. 2 & 3. NO personalities named by 72% and 90%, respectively.

KATZ has the NEW - the TRUE - facts on Des Moines Radio Listening!



#### 13 September 1958 . I'al. 12 No. 37 SPONSOR THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### DIGEST OF ARTICLES

#### New developments in network radio

33 Rebounding sharply after a summer slump, radio networks expect strong 4th quarter to push 1958 total close to 1957's healthy \$60 million

#### Fifteen ways to help timebuyers

36 Station Representative Robert E. Eastman outlines sales road map for improving timebuyer-timeseller relations and helping spot business

#### Play-Doh: \$3,000,000 spot tv wonder

39 How 27-year-old President McVicker used to build sales of children's modeling material from \$25,000 to \$3 million in less than 4 years

#### Tv's revolutionary videotape

40 Part II of this special report on the tape that is changing in industry reveals the very latest developments along with the way stations use it

#### Selling the premium product with radio

43 How Maola Milk & Ice Cream Co, of New Bern, N. C., facing problems similar to those faced by other mid-size accounts, solved them with radio

#### Box score of network specials, 1958-59

44 This season's sold specials fall below last year's, but still amount to \$29.1 million. Chart listing these specials, with prices and network

#### The current supply of features: How long will it last?

44 New York, the country's No. 1 marketplace for feature films, has stocked all that's available. A report on the status of its seven stations

#### Tv set count for 3,070 U. S. counties

47 SPONSOR lists 11 pages of county-by-county figures from new, industryfinanced study, just released by Advertising Research Foundation

#### SPONSOR ASKS: Should stations under joint ownership (am & tv) cross-plug?

72 With the increasing need for program promotion, three station men discuss the pros and cons of cross-plugging their radio and tv outlets

#### **FEATURES**

26 Commercial Commentary

87 Film-Scope

10 49th and Madison

88 Marketing Week

76 News & Idea Wrap-Up

6 Newsmaker of the Week

76 Picture Wrap-Up

90 Sponsor Hears

17 Sponsor-Scope

98 Sponsor Speaks

74 Spot Buys

98 Ten-Second Spots

22 Timebuyers at Work

96 Tv and Radio Newsmakers

89 Washington Week

**Editor and Publisher** Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin Managing Editor

Alvin W. Outcalt

News Editor Ben Bodec

Special Projects Editor

Alfred J. Jaffe

Senior Editor W. F. Miksch

Associate Editor Russ Carpenter

Midwest Editor (Chicago)

Gwen Smart

Western Editor (Los Angeles) Pete Rankin

Film Editor

Beth Drexler Brod Assistant Editors

Gloria Florowitz

Contributing Editor Joe Csida

Production Editor Florence B. Hamsher

ADVERTISING DEPARTMENT

Sales Manager James H Fuller

**Advertising Promotion Manager** Jane Pinkerton

VP-Western Manager Edwin D. Cooper

Southern Manager

Herb Martin Production Manager

Jane E. Perry. Sandra Lee Oncay, Asst.

Administrative Staff

Dorris Bowers George Becker Jessie Ritter

Circulation Department

Seymour Weber Emily Cutillo

Harry B. Fleischman Accounting Department

Laura Oken Laura Datre

Readers' Service Marion Sawver

Member of Business Publications Audit of Circulations Inc.

SPONSOR PUBLICATIONS INC.

combined with TV. Executive Settorial, Circus combined with TV. Executive Settorial, Circus Combined with TV. Executive Settorial, Circus Circ

@1958 Sponsor Publications Inc.

## Davenport, Iowa — Rock Island, Illinois 47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

- 41 Albany Schenectady-Troy
- 42 Nashville
- 43 Champaign
- 44 Miami
- 45 Sacramento-Stockton

- 46 Omaha
- 47 Davenport-Rock Island
- 48 Binghamton
- 49 Raleigh-Durham
- 50 Asheville

### WOC-TV IS No. 1 IN COVERAGE IN ALL OF IOWA AND ILLINOIS

(Chicago excepted)

#### 48 COUNTIES

Population*	1,727,100
Homes	556,500
TV Homes	469,890
Farm Homes**	97,101
TV Farm Homes**	54,912
Effective Buying Income*	\$2,852,363,000
Retail Sales*	\$2,076,120,000

\*Sales Management's "Survey of Buying Power, 1958" \*\*U. S. Census of Agriculture, 1954



#### NCS 2



WOC-TV Davenport, lowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines.



SPECIAL ELECTRONIC PRE-TEST, SUPPLEMENT

# RESCUE 8 TOPS SYNDICATED

Tests almost 2½ times better

As certified by George Fry & Associa

"RESCUE 8" was Preferred by 50%-600% Over Nine Currently Top-Rated Syndicated Shows!

50% OVER SHOW A 67% OVER SHOW B 78% OVER SHOW C



Y DETAILED WRITTEN QUESTIONNAIRE FINDS:

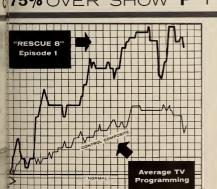
# ALL LEADING PROGRAMS!

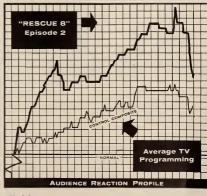
han average TV programming!

all-known market research firm

1'9% OVER SHOW 16% OVER SHOW E 075% OVER SHOW

272% OVER SHOW G 349% OVER SHOW H 600% OVER SHOW





'OTE! The full "RESCUE 8" study is available upon request from:

NE GEMS, INC. TELEVISION SUBSIDIARY OF

SERIES FILMED BEFORE! 39 high-excitement half-hours unprecedented in realism and tenseness and human interest!





## NEWSMAKER of the week

Last week a one-time reporter for AP and the Chicago American stepped into the top executive spot in country's sixth largest advertising agency. Like Norman H. Strouse, president of J. Walter Thompson he's Detroit-trained, and has some strong convictions about the need for "greater creativiy" in the planning, buying and use of air media, particularly tv.

The newsmaker: Paul Foley, recently appointed Chairman of the Administrative Council for McCann Erickson's home office operation in New York. He'll supervise 1200 McCann employees in what, on its own, is America's No. 6 agency with billings of \$105 million out of McCann's total \$250 million. He is the first full-tipme administrative chairman McCann has had for its New York setup.

Interviewed by SPONSOR last week in Detroit, where he was conferring with Buick officials, Foley had this to say about his air media convictions: "I believe advertisers must learn to use tv more creatively

than many are doing at present. The medium is too expensive to be bought on just a numbers basis. We've got to search for more creativeness—not just in commercials—but in the programs we buy, the schedules we use, the images we build, and the way we merchandise the whole ty package."

Foley went on to say that, in his opinion, this need for increased creativity in tv thinking is not confined solely to advertisers of durable goods, but applies also to many soft goods manufacturers.



Paul Foley

Until last February senior v.p. in charge of McCann's Detroit office, Foley is given a large share of the credit for bringing the Buick account to the agency in the big CM-Chrysler shift last winter. Previous to joining McCann three years ago, he was executive v.p. at MacManus. John and Adams, Inc., Detroit, with whom he was associated for 10 years. His early training was as a newspaper man and foreign correspondent.

As Chairman of the Administrative Council of McCann's New York office at 485 Lexington Avenue, he'll be ranking and full-time officer of a group of division heads who meet daily to discuss, plan, and coordinate the agency's operation.

One phase of Foley's appointment which has stirred considerable interest in industry circles is the fact that his agency experience is heavily on the creative side. Ordinarily executive spots of this sort are filled by account or management men. Foley's creative background may have long-range significance for McCann's air media activities.

# REMENDOUS TEST!

# RESCUE 8 SOLD N 75 MARKETS

o start on the air prior to October 15th!

#### SOLD TO THESE REGIONAL ADVERTISERS:

ALKA SELTZER (West Coast)
PRINCE MACARONI (New England)
PURITY BISCUIT CO. (Southwest)
UTICA CLUB BEER (New York State)
MILLER HIGH LIFE BEER (Florida)
WEINGARTEN STORES (Southeast Texas)

#### AND TO ...

HOUSEHOLD FINANCE CORP. (Buffalo)
DIXIE FOOD STORES (Louisville)
I.G.A. FOOD DISTRIBUTORS (St. Louis)
"BIG 8" STORES (El Paso)
MILLERS MARKETS (Denver)
PRODUCERS DAIRY (Fresno)
SUPER DUPER MARKETS (Columbus, O.)
SALT LAKE MATTRESS CO. (Salt Lake City)
SAN ANTONIO SAVINGS & LOAN ASS'N.
PAN AMERICAN BANK (Miami) (San Antonio)
BOYNTON BROS. TIRES (Bakersfield)
P-R MACARONI PRODUCTS (Albany)
CARTER PETROLEUM PRODUCTS (Denver)

#### SOLD TO THESE STATIONS:

PITTSBURGH WTAE
NEW ORLEANS WWL
TULSA KYOO
CHARLOTTE WBTV
NASHVILLE WSM
SHREVEPORT KSLA
BATON ROUGE WBRZ
COLORADO SPRINGS KRDO
LAS VEGAS KLAS
ALBUQUERQUE KOAT
EUREKA KIEM
MEDFORD KBES
BILLINGS KGHL
SANTA BARBARA KEY-T
PUEBLO KCSJ
CHICO KHSL
IDAHO FALLS KID
LITTLE ROCK KATY
GREAT FALLS KRTV
TWIN FALLS KLIX
1

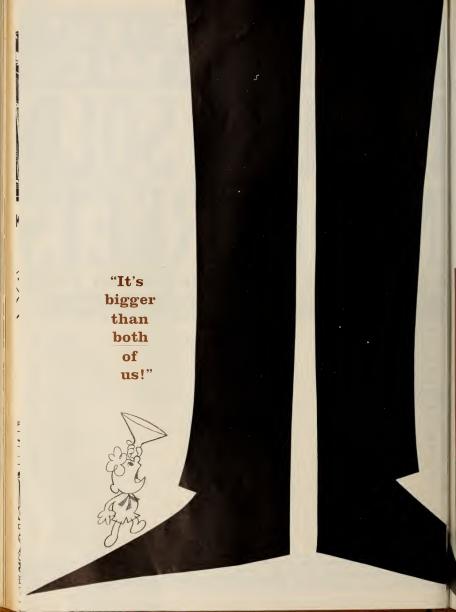
on't delay! Some choice markets still available! Contact:

CRESCENT CREAMERY (Reno)

SCREEN



INC.





TLERO TOONS, long famous for its television and movie cartoons, is now making its biggest hit. Producing animated film commercials which combine creativity with salesmanship. Creating entertaining sales messages for some of the most successful agencies serving major national and regional advertisers.

Like Young & Rubicam for Piel Bros.; Benton & Bowles for General Foods; Marschalk & Pratt Division of McCann-Erickson for Mennen and Genesee; Ted Bates for Colgate-Palmolive; Campbell-Ewald for General Motors; Compton for Socony Mobil; Dancer-Fitzgerald-Sample for General Mills; William Esty for R. J. Reynolds and P. Ballantine; Wherry, Baker & Tilden for Quaker Oats.

It figures For TERRYTOONs is the oldest (and second largest) animated film company in the nation. Its newly-modernized plant houses the very latest camera, sound and animation equipment and a staff of nearly a hundred craftsmen and number. The same experts who create cartoon favorites for the CBS Television betweek and theatrical cartoons, in Cinema Scope and Technicological distributed throughout the world by Twentieth Century-Fox Film Corporation.

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

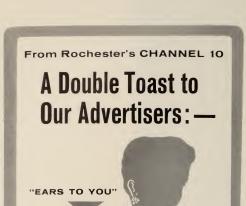
Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with cortion commercials from TERRYTOONS 

Animals your sales picture with the picture wi





Yes, you get the majority\* of the eyes and ears in the rich Rochester area when you advertise your product on

#### **CHANNEL 10**

\* Rochester Metropolitan Area TELEPULSE March 1958

NATIONAL REPRESENTATIVES The Bolling Co. WVET-TV Everett McKinney WHEC-TV

In Rochester, N. Y.

ADDS UP TO





# 49th and Madison

#### Commercial Commentary

In the August 16, 1958 issue of spoxsor there was a very kind column on French's Instant Potato commercials. We think our salesmen would be pleased to see this, and in a few instances may make good use of it with the trade. May we have your permission to make 500 reprints of the article, with appropriate credit to spoxsor?

George Hamiliton Atlantis Sales Corp. Rochester N. Y.

 Permission to reprint SPONSOR articles, or excerpts thereof, must be in writing.

#### Double take?

Business evidently remains brisk for that camel-producing committee of yours. (Horse produced by a committee is a camel—Ten Second Spot)

Wasn't it already at the same noble cause, in the same column of SPONSOR, some six months ago?

John C. Ottinger Jr.

At least we lifted from ourselves,

#### Backstage plaudits

I was tremendously impressed by the clear thinking demonstrated in Joe Csida's column in the August 23 issue of Sponsor. This is exactly the position that our company has taken and which expresses itself in somewhat more detail in the attached booklet which we recently distributed to agencies and stations.

For too many years this business has been operated by a cliché. The current ones are Top 40, Rock and Roll, and Music and News. Mr. Csida apparently has grasped the idea that each of these terms is, in itself. virtually meaningless. He apparently also has grasped the key idea that running a good radio station today is a difficult and exacting job and that the sum total of a radio station operation is composed of many important elements. I particularly appreciate your reference

(Please turn to page 12)



#### WSBT-T SOUTH BEND, INDIANA'S DOMINANT STATION PRIMARY COVERAGE -

752,580 TV VIEWERS IN PROSPEROUS MICHIANA\*

#### Here's How WSBT-TV DELIVERS the South Bend-Elkhart **TV** Audience



No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated local or national newscasts in the Nation! . . . You're paying for audience-get it with WSBT-TV. Ask your Raymer man for details or write to this station.

> \* 15 counties in Northern Indiana and Southern Michigan, UHF set count, 209,050 -3.6 persons per family.



ASK PAUL H. RAYMER COMPANY . NATIONAL REPRESENTATIVE

#### 49TH & MADISON

(Cont'd from page 10)

to the job that Ben Strouse is doing with his editorials. There are many business advantages to editorializing: but to my mind, the most important thing about it is that Ben is performing a genuine public service rather than trying to fool the public and the Commission. Ben's operation is a perfect example that the use of popular music as program material is entirely compatible with real service to the public. Thank you for being so perceptive about our business.

Wells H. Barnett Station Operations Mgr. John Blair & Co.

Joe Csida's comments in your August 23 column are one of the nicest things that ever happened to WWDC.

The issue has only been out a few days and the reaction has been startling. Just this morning, one of our salesmen called me from Baltimore, where an agency timebuyer had clipped the article and circulated it among their account executives.

We are very grateful and determined to do an even better job in the future.

Thanks again.

Ben Strouse President WWDC, Inc . Washington, D. C.

#### Down under

Your article "What You Should Know About Tv Film," page 40 SPONSOR magazine, May 3, 1958 issue, contains important information for prospective television clients.

Television is anticipated for Brisbane in early 1960 and we believe that your article would be of valuable assistance to proposed television sponsors in Brisbane.

Would you please advise the availability of reprints of this article and the cost of such reprints, or alternatively could we have your authority to duplicate the article for submission to agency clients.

R. F. Mitchell Tv/radio manager Cossey White Advt. Brisbane, Australia

Reprints of SPONSOR's articles are frequently available. Rates on request. Permission to repro-duce articles must be made in writing and will be premptly acknowledged.

#### Young & Rubicam, INC.

Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS





## You can play it either way...

Some products call for TV commercials that sell fortissimo—with force and directness.

Others are better suited to the *pianissimo* approach—using commercials that sell softly, with

ingratiating indirectness, charm and mood. And being able to create *both* types is important.

It's even more important to know when to use which, if you want your sales to end up bravissime!

# If you want to know your onious (or any other grocery product)

It's quite a combination. Baltimore—second fastest-growing city on the Eastern seaboard ... sixth largest city in the country. Baltimore—a widely diversified industrial city, with a healthy median family income of \$4920. A central city between north and south, with a balanced representation of tastes and trends. A progressive city that is just beginning to "feel its oats," yet a conservative city that acts on facts. Most important as a test market, Baltimore is a concentrated, compact city. Its better than one

and a half million inhabitants live within a 15-mile radius of City Hall. This means you can get your test answers in a hurry, and without spending a small fortune. Especially when you use W-I-T-H—the one radio station that gives you complete, no-waste coverage of metropolitan Baltimore at guaranteed lowest-cost-per-thousand listeners by far... and provides powerful merchandising "pluses" no other local station can come close to. Put Baltimore and Station W-I-T-H together... to work profitably for uou.



TOM TINSLEY, President

R. C. Embry, Vice-President

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Simmons Associates in Pittsburgh, New England, Mid-West; Clarke Brown Co, in Dallas, Houston, Denver, Atlanta, Miami, New Orleans: McGayren-Quinn in Seattle, San Francisco, Los Angeles.

# Baltimore's your best test market-and WITH your best test station!

Point-of-sale promotions

Take your choice of one or more of FIVE complete plans-all of them guaranteed to provide maximum impact for your product at point-of-purchase. Plan 1 lets you choose your food chain. Plan 2 gives you three chains, Plan 3 is a "powerhouse" with a pre-selected chain. Plan 4-Feature Foods Merchandising-covers 60 of the highest volume food stores in Baltimore. Plan 5-Community Club Awards - enlists the buying strength of Baltimore's leading women's clubs in your behalf -reaches over 200,000 people. Whichever plan you select, you get the full merchandising treatment-on the air, in the mail, and - most important - at point-of-sale. And it's all yours on a 13-week, test-period basis!

## Consumer

Here's a real test-market "must." With your participation in W-I-T-H Community Club Awards, you can avail yourself of our Consumer Panel of 500 members. These average citizens, representing a cross-section of Baltimore consumers, will provide the basic research you need in any or all of the following ways:

- 1-Testing and sampling.
- 2—Periodic market checks.
  3—Developing "trend" data.
- 3—Developing "trend" data.4—Helping to determine buying and usage habits.
- 5—Reaction to advertising.

In essence, the W-I-T-H Consumer Panel can help you evaluate your standing in the Baltimore market—accurately, regularly, economically.

# Store

This is a brand new and exclusive W-I-T-H merchandising service. A food store audit panel of 12 high-volume outlets will be measured on a continuing basis every other week. Shelf stock will be counted, storerooms checked and invoices examined. Subscribers will receive reports showing how their product fared as to:

- 1—Unit volume of sales for each brand in a product category.
- 2—Unit share for each brand.
- 3-Dollar sales of each brand.
- 4—Dollar brand share of market.

Available whether or not you're a W-I-T-H advertiser—but far lower in cost if you are!

#### OUTSTANDING

The America's Cup race is outstanding as a sailing classic. Equally outstanding in its field is WGAL-TV's unique *multi-city* coverage which costs you less by far than *single-city* coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown.

## **WGAL-TV**

CHANNEL 8-Lancaster, Pa.

STEINMAN STATION . Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. . New York . Chicago . Los Angeles . San Francisco



#### SPONSOR-SCOPE

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The station rep business this week decided to do some remodeling of its house, both inside and out.

A major part of the plan is that SRA will devise a code of standard practices via a committee headed by Bob Eastman.

The project has, apparently, a two-fold objective: (1) Clarify and standardize procedures for doing business with agencies, stations, and among reps themselves; and (2) create a favorable image of the station rep in his relations with the advertising business and the broadcast industry.

As far as the industry is concerned, the imagery job will be directed especially at the newer generation in both station management and timebuying. One function of the code will be to make clear the more or less complex functions that the rep performs as a bridge between the seller and the buyer.

Among the topics that the architects of the code will attempt to tackle head-on: Procedures for one rep turning over a station to another; standard services due the station and the buyer; commercial content; the use of competitive tapes in competing for business; rules of conduct in accepting various types of dubious products; double and triplespotting; local vs. national rates.



New national spot business is moving along at a smart clip.

Radio activity via New York agencies includes Dodge (Grant), four weeks in 125 markets, starting 4 October; Ford (JWT), 10-15 spots a week, starting 12 October; White Owl (Y&R), 60 markets; Leeming (Esty), 26 weeks of 20 minutes a week, over 100 markets; National Carbon (Esty), Eveready batteries and Prestone, eight weeks.

In Minneapolis, Cream of Wheat (BBDO) was being reactivated in spot radio via 30-seconds in prime time in 30 markets.

On the spot tv side, the action in New York includes Gold Medal Products (DFS); and Standard Brands' Fleischmann's Yeast (JWT), daytime and night participations. In Chicago: Alberto-Culver Co. for VO-5 (Wade), 25 markets for 52 weeks, six night-time minutes per week: Pharma-Craft for Coldene (JWT), daytime and late night minutes for 25 weeks.



Spot tv has the bellwether of the advertising pack, P&G, firmly in its corner for the next nine months.

The Cincinnati giant will spend more money in spot tv than for any like period in the medium's history.

P&G is sold on the idea that for merchandising there's nothing like the reach of tv, and that to capitalize on this drawing power there's nothing like saturation flights.



Foote, Cone & Belding's Chicago office is spearheading a movement to do a survey on the fin audience in that city (probably via the personal-interview technique).

FCB's initial problem is how to get the funds for the project. It's thinking about asking other agencies as well as the Chicago fm interests to contribute.

 $\label{eq:Meantime Sinclair has joined Shell, Cities Service, and \ \mbox{Oklahoma Oil as local users of Chicago fm.}$ 

Added note: Bell Savings & Loan this week assumed sponsorship of speakers at the luncheons of the Chicago Executive Club over WKFM.



Two Chicago accounts were testing tv spots this week.

Mars, via Knox Reeves, has a new I.D. going in the Los Angeles market for eight weeks; meantime Quaker Oats is testing for a new dry cereal in Omaha, Albany, N. Y., and other markets.

Another Chicago agency, Henri, Hurst & McDonald, is testing a spot radio campaign in Peoria for Linco Pine-Glo ammonia.

-

CBS TV certainly isn't adding any balm to NBC TV's "summer delay" predicament. CBS TV announced this week that it will not expect affiliates to defray any part of the network's expense in relaying programs in standard time areas during the 1959 davlight saving season.

NBC TV previously had suggested that its affiliates pay  $5\frac{1}{4}\%$  of such expenses, and the stations' response was anything but favorable.

\_

Network radio's standout sale of the week came from Parker Games, Boston. Highlights of the transaction with NBC Radio: 35 commercials a week from 22 September to Christmas; covers the whole company's line but stresses the game called Careers; a closed circuit will be staged for store buyers across the country 28 October.

CBS Radio's order—from Standard Brands—was five 10-minute segments of Arthur Godfrey across the board. Godfrey, incidentally, has been cut down to 55 minutes daily, with the initial five minutes of what had been an hour's show made available for a neweast.

Added note on NBC: Effective last week, 41 advertisers were in line to kick off fall campaigns. Four of them were in the renewal category.

.

Looks like R. J. Reynolds not only will retain its money-making lead among the cigarette giants for the current calendar year but move ahead of American Tobacco as the No. 1 shipper of the product.

Authorities in the field estimate that Reynolds will gross \$1.1 billion for its three brands as compared to \$1.05 billion by American Tobacco for its nine brands.

Reynolds is expected to show its biggest quarter (the third) in history for both sales and profits.

Corollary observation:

Marketing experts hold that no type of goods is so sensitive to the influence of advertising as cigarettes.

(For updated report on cigarettes in tv see 16 August SPONSOR, page 33.)

.

Michigan Avenue reps are getting doleful as they envision more and more of their regular accounts going into the local buying camp.

The cause of their latest twinge: Norge, most of whose buying is being done this season on a local basis.

They recognize that it's part of a current trend among district sales managers, if not distributors, to gain greater control over the advertising dollar (see page 8, 30 August SPONSOR), but that doesn't assuage the feeling of frustration.

Here's an anecdote, relayed by a rep this week, which illustrates the degree to which agencies in the Southeast disregard all but the local rate.

The rep's Atlanta office got a wire from a regional agency with a cold remedy account asking it to quote rates for a southern station. Added the telegram: Don't supply SRDS rates as the budget doesn't allow for it. Also: Give us the latest Pulse and Hooper ratings for the station.

Wired back the rep: Sorry, only the SRDS rates are available to that account.

Replied the agency: Never mind the rates; just send us the ratings.

Latest frustration for reps in that area: The Westinghouse representative who travels out of its Atlanta office placing institutional schedules at local rates.



If Washington trust-busters take another look at how much control the giant Madison Avenue agencies have over network prime time, they're in for a surprise.

For agency control has been thinned out appreciably and there's been quite a pickup of network nighttime participation among the medium-class agencies.

An analysis of the fall setup by SPONSOR-SCOPE this week shows that the four giants (JWT, Y&R, BBDO and McCann-Erickson) are the agencies of record of only 31½ half-hours of the 112 night-time half-hours filled or partially filled by advertisers.

Herewith is a breakdown of the agency-of-record position of 13 Madison Avenue and Chicago agencies for the fall:

AGENCY	NO. SHOWS	total $\frac{1}{2}$ hrs per wee
J. Walter Thompson	14	10
Ted Bates	11	9½
McCann-Erickson	10	9
BBDO	10	7
Benton & Bowles	9	7½
Dancer-Fitzgerald-Sample	7	4
William Esty	6	4
Lennen & Newell	6	$4\frac{1}{2}$
Young & Rubicam	5	5½
SSCB	5	3
Compton	5	3
Kenyon & Eckhardt	6	3
Leo Rurnett	6	3

Note: This compilation does not include specials, news programs, or seasonal campaigns; it refers only to half-hour and hour shows.

P.S.: The agency that's made the most substantial progress on the network tv side is Bates (last season it was agency-of-record for but 3½ half-hours). BBDO meantime has swung its tv billings weight more than ever toward the specials this season. McCann-Erickson leans somewhat in that direction, too.

If Chrysler has plans of putting its foreign car, Simca, on network tv, Renault has beat it to the punch.

Renault, via Needham, Louis & Brorby, this week bought seven broadcasts of Small World (Murrow-Friendly) on CBS TV, starting 5 October. Cost of the program: \$28.000 gross.

Chances are that Renault's entry will stir its competitors to take a similar stab at network tv.

More network tv shows are going to have the corporate, or product, name in the program title this season.

The tally this fall is 15, compared to 14 a year ago.

The roster consists of Alco Theatre, Armstrong Circle Theatre, Pat Boone and His Chevy Showroom, the Chevy Show (Dinah Shore), Dodge Dance Party (Lawrence Welk), Ford Theatre (Tennessee Ernie), Goodyear Theatre, GE Theatre, Lux Playhouse, Music from Manhattan (Sammy Kaye), Oldsmobile Show (Patti Page), Plymouth Show (Welk), Schlitz Playhouse, Voice of Firestone, and U.S. Steel Hour.

CBS TV wound up July with a minus mark as against the year before in its reported gross time billings.

According to LNA-BAR, CBS TV's gross of \$18,273,690 was 1.4% less than the figure estimated for July 1957. NBC TV came through with a gross of \$15,702,029, or 13.2% better than the July before, while ABC TV was credited with \$7,083,555, an increase of 11.6% above the previous July.

The three networks collectively showed a plus of 5.9% for July, while the edge for the initial seven months of the year figured 12%.

P&G is introducing via Tic Tac Dough its latest system of revolving the commercials for four products on a single half-hour show.

Each program will be limited to three products. The brands involved: Lilt, Zest, Tide, and Prell.

A major reason for adopting this course: Increased frequency for a brand as well as an offset to the medium's rising costs.

CBS, Inc's management pointed with pride this week to some company statistics during a businessmen's luncheon in L.A. at which the CBS board were the guests.

The last time the board held a meeting in L.A. was five years ago. In the interim, said speaker Frank Stanton:

CBS, Inc.'s volume has doubled; CBS TV has become the largest advertising medium in the world; and profits from all broadcasting activities have tripled.

Business trend analysts this week harped on a turn in the economy that bodes well for the air media in particular.

The development: Retailers are showing confidence in the immediate future by building back their inventories in substantial quantities.

Another sign that consumer activity is on the upswing: July was the worst month in recent history for savings institutions, although consumer incomes have remained sizable; the money thus isn't being socked away.

Media buyers will be interested in the Farm Markets Facts Sheet devised by the National Association of TvRadio Farm directors.

It standardizes the sort of information that an agency or ad manager wants from farm stations nowadays.

The sheet goes into such statistical data as coverage, number of farms, income, and farm production units.

It also gives details about a station's programing, personalities (whether they handle commercials), the station's off-the-air activities, background of farm department personnel, and lists of advertisers and their schedules.

Agency management is becoming aware that the hangdog look timebuyers often have isn't because of the amount of work so much as because of inner agitation over status.

They feel that the title—timebuyer—has outlived its original meaning and scope, and that a first-rate man or woman in the field has assumed functions and responsibilities that merit a more suitable label—like "media analyst."

Alert agency executives realize that the timebuyer in an efficiently functioning agency has vastly changed his role.

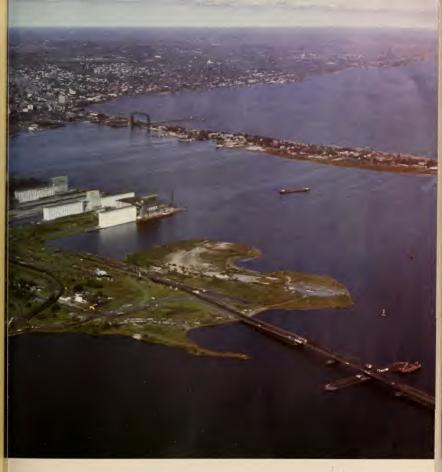
If he knows his job, this is his area of operation in order to get the optimum for the client's dollar:

· Initiate the right spot plan, once he gets his list of markets.

Evaluate what sort of schedule will fit in best with the product's marketing objectives.

- Be fully conversant with what all the other groups on the product are doing so that his schedule or timing don't get out of gear with the others and thereby jam up the machinery.
- Recheck his lines at intervals to make sure that the schedule is working out for the
  hest interests of the product and the present marketing campaign.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 74; News and Idea Wrap-Up, page 76; Washington Week, page 89; sponson Hears, page 90; Tv and Radio Newsmakers, page 96; and Film-Scope, page 87.



#### Shipping...

A 60,000,000 TON INDUSTRY IN DULUTH-SUPERIOR

TODAY-World's 2nd largest port!

TOMORROW-Terminus of the great St. Lawrence Seaway!



Dominating minnesota's Shipping!



And hard to appease.
He searches his dial
For something to please!

Every market is just as complex as the individuals within it. To penetrate complex markets, you must first penetrate the complex minds within them. It takes a flexible medium like radio, programmed with the individual in mind to do the job effectively and economically.

In Greater Los Angeles, it takes KHJ Radio. For 36 years, KHJ has featured FOREGROUND SOUND...news, sports. discussion, commentary, quiz, dramatic and variety programs...designed to appeal to the complex minds in America's Second Market.

Never underestimate the variety of tastes that make up the Los Angeles market. Here is a medium programmed to satisfy them all.





## Timebuyers at work

Ed Ratner, Friend-Reiss Advertising, Inc., New York, feels that one of the biggest problems is explaining to the unsophisticated advertiser why his schedules can't be confirmed by the stations five and six months in advance so that he can merchandise his advertising. "At this time of year," Ed says, "our shop is doing a lot of buying

for manufacturers whose peak selling period is Christmas. Most of these campaigns break in October and November and are not yet confirmed. Yet one manufacturer with another agency, either by design or ignorance, has put out an elaborate brochure detailing the time, stations and programs of his November campaign. When our clients see this they naturally want to know how come 'he can do it and we can't.' At this point, we



produce station logs, letters, etc., proving that to date more than 20% of the programs listed in the brochure won't even be on the air this fall due to network and station changes. We make our point, then present some very effective television pre-merchandising plans—but life would be less hectic if we had earlier confirmations."



Edith Krams Whaley, Stromberger, Lavene, McKenzie, Los Angeles, calls for "all heads out of the sand" when it comes to include or not include timebuyers in original planning, artistic and tv development of a campaign. "We aren't statisticians," she says, "We have specific knowledge about flexibilities of buying time, limi-



tations and availabilities, and what the competition is doing right now that should be considered early in the planning." She cites an example: "In some instances minute commercials have been prepared with a specific audience in mind. It is the buyer's unhappy task to explain that minute announcements are not sold in the time period desired to reach this audience. The commercials then must either he sheved or used in time

periods which cannot deliver the size or type of audience desired. The only other alternative is to produce new ones. Edith thinks that the policy of allowing buyers to participate in early planning stages saves time, expense and loss of accounts early in the game. She is present at original planning sessions on all her accounts at SLM.



## WWVA sells the heart of industrial America... FIRST in every time period

Did you know that there is only one single medium of any kind that can give you dominant coverage of the 2½ billion dollar Upper Ohio River Valley Market?

Only radio successfully jumps the mountain barriers of this booming area—and only WWVA provides the dominant selling voice you need. The latest PULSE (Jan. 1958) proves again that WWVA is first in every time period, 6 A.M. to midnight, 7 days a week. Its average audience Mondays thru Fridays tops the next 3 stations combined!

Use the 50,000 Watt Voice of WWVA in Wheeling to reach 486,000 radio homes in this key market, plus a big audience bonus in 29 other counties.

See your John Blair rep today





WWVA Wheeling WJW Cleveland

WJBK Detroit WIBG Philadelphia

WSPD Toledo

rer Radio

WAGA Atlanta WGBS Miami



DEEP
is the
MARKET?



· How HIGH is the COST?

### PETERS, GRIFFIN,

NEW YORK 250 Park Avenue Yukon 6-7900

ATLANTA Glenn Bldg. Murray 8-5667 CHICAGO Prudential Plaza Franklin 2-6373

DALLAS 335 Merchandise Mart Riverside 7-2398 DETROIT Penobscot Bldg. Woodward 1-4255

FT. WORTH 406 W. Seventh St. Edison 6-3349 HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

### The PGW Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

#### Midwest THE CALL LETTERS OF THE WHO-Des Moines . WOC-Davenport . . . . . SALES GETTERS WDZ-Decatur . WDSM-Duluth-Superior . . 5.000 West WDAY-Fargo 5.000 East WOWO-Fort Wayne . . . 50,000 WIRE-Indianapolis 5,000 5.000 KROI-Roise WBZ+WBZA-Boston and KMBC-KFRM-Kansas City KGMB-KHBC-Honolulu-Hilo 5,000 5,000 51 000 Springfield KEX-Portland . . . . . . 50,000 WISC-Madison, Wis. . . . 1.000 WGR-Buffalo 5.000 WMBD-Peoria . . . . . . 5,000 KIRO-Seattle . . . . . . 50,000 KYW-Cleveland . 50.000 5.000 WWJ-Detroit WJIM-Lansing . KDKA-Pittsburgh . . . 50,000 ODWARD. Southeast Southwest WCSC-Charleston, S. C. 5.000 . . 5,000 WIST-Charlotte KFDM-Beaumont 5,000 WIS-Columbia, S. C. 5,000 KRYS-Corpus Christi . . 1 000 WBAP-Fort Worth Dallas 50,000 WSVA-Harrisonburg, Va. 5.000 WPTF-Raleigh-Durham . 50,000 KTRH-Houston . . . 50,000 KENS-San Antonio . . . 50,000 WDBJ-Roanoke . . . 5,000





## Commercial commentary

#### Why the biggest aren't the best

A couple of weeks ago, in this space, I bitterly criticized the current state of P&G commercials, and ended my tirade by asking grumpily, Is today's best advertising being done by the biggest advertisers?



 $\bar{I}$  am informed by reliable experts in the publishing business that approximately 71.2% of all editors who ask such loud rhetorical questions

(in either headlines or copy) fully expect to answer themselves with a resounding "No." And I find I am no exception to the statistic.

I don't believe that today's best advertising is being done by such titans as P&G, General Foods, General Motors, Lever, American Tobacco, and others in the top 10.

I think you're much more apt to find outstanding examples of advertising creativeness amid the radio and tv commercials of smaller, younger, more imaginative companies (Revlon and Lestoil to name two) who are now fighting their way to the top.

Similarly, I know that it pays to pay attention to the commercials that emanate from some of the smaller agencies (under 850 million in billing). And, in your search for really outstanding advertising, it's well to look beyond Madison Ave. to such clearer, more truly American climates as Chicago, and the West Coast.

#### Advertising and the Middle-aged Mind

There's nothing very original, of course, about such statements. Native son admen, and small agency operators have been making them for years (often without very much success).

So far, though, I've never seen any published explanation for the phenomena. Why is it (as any honest adman will admit) that such a staggering amount of mediocre stuff pours forth annually from the offices of some of the biggest advertisers and agencies?

Here are a few theories: I suspect, first of all, that any large formal organization (client or agency) tends to develop middle-aged minds in very young people with lightning-like speed.

When youngsters come bouncing into the ad business, fresh out of college, they are often bursting with enthusiasm, imagination and ideas. Most of the ideas aren't very good. But at least, there's a spark, and freshness, and creative potential in those who suggest them.

However, before many of these kids ever have a chance to learn how to discipline and harness their creativity, they start to get pushed up the ladder toward the "executive type" jobs—supervisors, assistant account men, etc.

Here's where the middle-agedness begins. For they cease to be concerned with imagination and ideas, and tend toward typically middle-aged preoccupations with dollar signs, and costs, and sales figures and statistics, and dividends and pension plans and (God save the mark) whether they can retire at age 55.

As a result, you'll find along Madison Ave. more 54-year old minds (Please turn to page 30)



THE GREATEST NUMBER OF THE HOTTEST TITLES WITH THE MOST FAMOUS STARS IN THE BEST PACKAGES ARE THE BIG MOVIES!

WARNER BROS, 20th CENTURY FOX, UNITED ARTISTS



torer Television

WJW-TV Cleveland

WJBK-TV

WVUE-TV Wilmington-Philadelphia Toledo

FLIGHT is aviation's own saga-authentically dramatized exploits human achievement in the sky. Each episode is presented by Gen. George Kenne cooperation of the Air Force. FLIGHT is the dramatic series for which the comi





#### Commercial commentary continued . . .



Smart advertisers take the KOA-Radio route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA for:

COVERAGE: KOA travels into 302 counties of 12 states...covering over 1,100,000 square miles and populated by approximately 4½ million people.

POWER: KOA's powerful 50,000 watt voice is heard throughout the West...reaching listeners on both sides of the Continental Divide.

ACCEPTABILITY: KOA programming is carefully planned for listener enjoyment. Since 1924, KOA-Radio has been a respected friend to Westerners. They have learned to depend on popular KOA and NBC personalities and programs for truly informative and entertaining radio listening.

SALES: The KOA-Radio route is the West's best way to sell your product to over 4 million potential customers. Remember, it's results that count!

#### GET ON-

STAY ON\*- KOA-RADIO!

It's the only station you need to route your product directly to the entire Western market.

(\*most odvertisers dol)



Represented nationally by
Henry I. Christal Co., Inc.

in 34-year old bodies than almost anywhere else in the world. And creativity, in the big shops where these old young men work, suffers fearfully as a consequence.

A second, somewhat more flattering reason for the low grade of creative work on many large national accounts, is that such advertisers try, with typical business efficiency, to sort out and accentuate the Ponderables—those elements of advertising which can be measured with some degree of exactness.

There's nothing wrong with this. It's just good business to try to develop sound marketing plans and strategies, and to base them on facts, research, careful budgeting, and precise media buying.

For the truth is (and until you learn this about advertising you haven't graduated from kindergarten) a sound, carefully planned campaign, even though dull, can usually lick the pants off brilliantly imaginative advertising that is rooted in quicksand.

P&G, to my own personal knowledge, has frequently beaten the brains out of its competition with some very mediocre copy.

But this in itself does not constitute an argument against advertising creativeness. A truly great campaign is always a combination of brilliant planning and brilliant creative work. That's the most efficient way to advertise. And it's also the most fun.

#### Needed: A Creative Revolution

In recent years we've heard a lot of whooping and hollering about the importance of marketing in the ad agency business.

We've seen both media and research emerge as powerful, policy-making factors in agency operations.

But while this has been happening, the creative departments of many large agencies have been sitting on their hands in bewildered frustration at their sudden change of status. If I had to predict the next big development in the agency business, I'd bet on a "creative revolution" in the next 10 or 15 years.

It will happen because it has to.

The day of the old fashioned "copy genius" has passed and I, for one, say good riddance. He was, in many cases, a stuffy poseur with a vastly over-rated reputation built on a handful of flossily written print ads. He was pompous and prejudiced, and difficult to work with and terribly limited in scope.

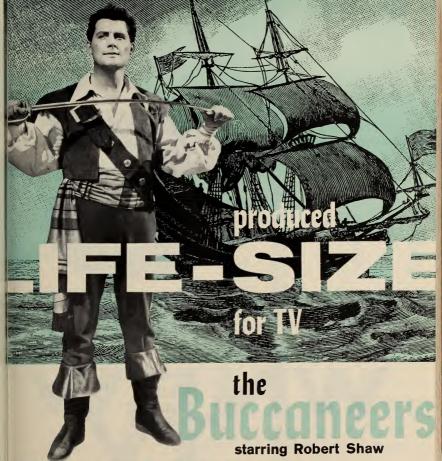
But so far, the silhouette, or profile, of the new type of agency creative man, has not yet emerged very clearly.

Obviously they are going to have to be built around the dominance of tv, and the importance of tv techniques. Obviously, too, they're going to have to be integrated far more closely with media, marketing and research, than they have ever been before.

But in addition, they're going to have to develop brand new techniques for training people in "disciplined creativity"—the ability to come up with imaginative new ideas that are precisely on target. And the ability to execute these ideas with all the resources and technical skill of a thoroughly schooled and disciplined craftsman.

When such a "creative revolution" takes place (and I'll give you five to one that it happens) then you're bound to see better advertising by the biggest advertisers than you're seeing now.

Meanwhile, though, I wouldn't worry about it too much if I were a medium-sized agency or advertiser. You still have an enormous chance, while the big boys are floundering around. If you can strengthen your marketing and maintain your creative superiority, you can take sales and business from them—any day!



#### IOW AVAILABLE FOR SYNDICATION

he bold panorama and sweep of the Spanish ain and the days of Blackbeard . . . actual dleons, real sea battles and slice-of-history bries. All this gives the full-scale production of HE BUCCAMEERS" its salty authenticity.

BERT SHAW stars as the daring captain of the ccancers, searching the pirate-infested seas of Carribean for adventure and lost treasure. We after two years on networks — where it ablished top ratings and new sales records for JNSOTS . . "THE BUCCANEERS" is available syndication. Its proven appeal for every imber of the family makes it a prestige showse for any product. 39 half-hour adventures.

Look at the markets...large and small...and see that The Buccaneers gets the major share of the audience.

CITY	SHARE	CITY SI	IARE
Baltimore	68.7%	New York City 24	.9%
Baton Rouge	75.6%	Norfolk 72	.8%
Buffalo .	59.8%	Philadelphia 57	.0%
Charleston .	60.4%	Portland, Ore 55	.7%
Chicago	46.7%	Pueblo-Colorado	
Detroit	44.3%	Springs 83	.4%
El Paso	45.9%	Salt Lake City 70	1.4%
Honolulu	46.6%	Seattle-Tacoma 42	.0%
Los Angeles	34.1%	Spokane 59	.8%
Louisville		Washington 41	.9%
Milwaukee	62.1%	Winston-Salem 64	.0%
Minneapolis	39.8%		



#### OFFICIAL FILMS, INC.

25 West 45th Street New York 36, N. Y. PLaza 7-0100

REPRESENTATIVES:

REPRESENTATIVES: ATLANTA/Jackson 2-4878 BEWELLY HILLS/Crestview 6-3528 CHICAGO/Dearborn 2-5246 DALLAS/Emerson 8-7467 PT. LAUDERDLE/Logan 6-1981 MINNEAPOLIS/Wahnut 2-2743 SAN FRANCISCO/Juniper 5-3313 ST. LOUIS/Yorktown 5-9231

# lively Channel

WABD . . .

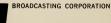
pioneer television station

in New York

has now become

# WIEW

METROPOLITAN



WNEW AM/FM/TV New York
WTTG CH 5 Washington, D.C.
WHK AM/FM Cleveland

## Network radio: new light on a tough fight

- ★ Totals won't reach 1957's \$66 million volume,
  but autos and other new accounts are coming in fast

Network radio, using competitive sales tactics, much critized by other branches of air media, continues its tough, tenacious fight for bigger billings and greater advertiser acceptance.

Orders now on the books indicate a strong 4th quarter which should push this year's total close to (but not above) 1957's highly satisfactory 866 million figure. More significant, net radio has rebounded sharply after a slow spring and soft summer, caused by recession cut-backs, particularly among durables advertisers.

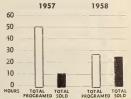
Without going into the sales methods and strategies which have caused deep resentments among stations and reps, here are some new facts about the network picture which are heartening network officials this fall.

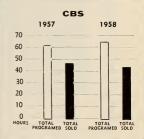
• There'll be more different advertisers using net radio this year than ever before in history, at least 10% more than in all of last year.

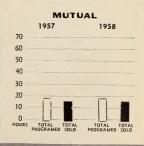
- Many new types of products, and new industries are using net radio in 1958 for the first time.
- The automotives are coming back strong—after nine months of uncertainty.
- Network radio is figuring in many new multi-media campaigns, in combination with magazines, news supplements, tv.
- Agencies are using more care, thought, and imagination in developing special commercials for net radio.
- Cost efficiency (homes per thousand) is reported better than ever.
- New media-marketing strategies are developing unusual, and productive network-local combinations.
- ullet Stereophonic broadcasting (in combination with tv) is scheduled on

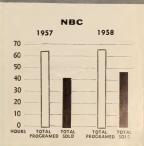
#### FALL 1958

ABC









#### THESE FOUR LEAD NET RADIO'S ALL-OUT FIGHT FO



Edward J. De Gray, v.p. in charge, ABC Radio



Arthur Hull Hays, president, CBS Radio



Armand Hammer, president, MBS

network programs this fall. A relatively new concept, it may open up an entirely new range of air media uses.

While the four networks are agreed that these things combine to produce a healthy, even optimistic, outlook for net radio in general, each is pursuing a highly individualistic policy regarding programing and sales, and there are sharp differences in their operating philosophies and billines.

ABC expects strong sales increases this fall, and goes into the 4th quarter with an entirely different program pattern than it used in 1957. Last year (see chart on previous page) ABC programed a 50-hour schedule per week, and succeeded in selling only about 10 hours of these.

This year ABC has cut back its programing schedule to 25 hours, and has already sold twice as much time for the fall quarter, as it had sold by the end of 1957.

Many ABC shows have already reached an SRO status, and ABC has nothing on the air without several segpents sold.

ABCs program philosophy in brief is to depend on news, sports and established, proven personalities. Negotiations are already under way with Dick Clark and other ABC TV stars for additional programs which will be added if, says Edward J. DeGray, v.p. in charge of ABC Radio, 'the sales atmosphere" warrants. Prospects at this time seem to be that ABC will probably schedule 5 to 10 more hours of network programing during the 1958-59 season than the 25 originally planned.

CBS, long time leader in net radio billings, is facing stiff competition from VBC, and may relinquish its top spot in 1958. However, CBS reports \$4 million already signed for fall business and is expecting a highly successful 1958, with more than 40 of its 65 hours of programing sold.

Arthur Hull Hayes, CBS Radio president is highly optimistic about the sales surge bringing sponsors such as these to the CBS fold: R. J. Revnolds, Oldsmobile, Campbells Soup. Charles Pfizer, Chrysler and duPont. Perhaps even more significant to the network chieftan is "new attention from the industries' young timebuyers." little experienced before in network radio.

In programing, CBS is standing firm on its conviction that "complete programs give an advertiser the best protection." About half of CBS sales are in complete programs.

CBS schedules offer the widest spread of program types, and focus on programs that require audience attention, such as dramas and news analysis.

NBC, according to Matthew J. Culliage, executive vp. in charge of the radio network, is "programing 6% more and selling 12% more" than last year. Programing service will probably climb to 65 hours a week with 45 hours sold. NBC is claiming a 37% share of total radio net business.

Among NBC's major programing innovations this year is the "Stardus"! package. Quickie programs of two and one-half minutes each will be sprinkled throughout Nightline and Monitor. So far, Bob Hope has come into the plan for Buick and Bob and Ray for Lucky Strike. Fibber McGee & Molly and Paul Winchell & Jerry Mahoney are also available, and NBC hopes to get Steve Allen, Ernie Kovacs and others to tape the blurb-length entertainment.

NBC's sales attitude, strongly oriented to facts-and-figures, is expressed thus by George A. Graham, director of sales planning. "We don't propose to

#### STENCE



Matthew J. Culligan, exec, v.p., NBC Radio

advertisers that they buy programs. We recommend dispersal and frequency."

NBC is also selling a new concept tagged "Idea Planting." They contend that large expenditures in tv spectaculars and magazines lose impact because viewers and readers are unfamiliar with the campaign. So NBC recommends low-cost net radio in advance of such expenditures, to pre-condition customers to the meat of the sales

MBS, least active of the networks, provides the most programing—more than 114 hours a week. Of these, however, only 37 hours are intended for sale. These are scheduled on an unusual 50:50 basis. News on the half hour is sold by the network without local commission. News on the hour is provided for local sale without income to Mutual.

Mutual reports that 15 out of its "own" 18½ hours, under this arrangement, are already sold for fall, the same as in 1957. The balance of Mutual programing—77 hours, mostly music—is provided for stations that may want to use it.

Automotive activity is probably

net radio's biggest single-industry news this fall. The auto companies have jumped back in, tail fins and all, with substantial expenditures. Buick has signed with NRC for Bob Hope. ABC is scheduling Pontiac for the Notre Dame Football Games, and GMC for Howard Cosell's Speaking of Sports, plus Cadillac's John Daly and the Neus. CBS reports a surge of fall auto business that includes Chevy News, more Ford road shows, Plymouth, Dodge, Chrysler, Oldsmobile and Rambler.

New advertisers are also brightening the radio net picture. In addition
to the Cadillac purchase, ABC has introduced such accounts as Puritron
Air Fresheners, Magda Ironing Boards
and Angostura Bitters to Don McNeill's Breakfast Cub. At CBS, Tootsie
Toys is scheduling a Christmas saturation campaign. NBC has signed Auto
Parts for AP mufflers. Mutual will
carry Peter Paul's 40th anniversary
promotion, a new use of network for a
long time spot radio users.

Éstablished accounts, like Pepsi-Cola are pushing new marketing concepts. Beginning 17 September, Pepsi starts a four-network drive designed to reach 100,000,000 listeners in a 13week period with a new Pepsi jingle. Referring to the song, advertising v.p. John Soughan said, "We can think of no more effective medium through which to present it than radio. Our decision to use all four networks was determined by the fact that that's all the networks there are."

Cost efficiency of net radio is believed to be at an all-time high. In radio's heyday the Jack Benny show was figured to deliver approximately 9 million homes for \$40,000. Today's good radio buys, say network statisticians, are bettering these figures considerably—even without taking into account such modern added bonuses as out-of-home circulation.

Better commercials are being produced for net radio than heretofore. A few years ago, it was common practice to use soundtracks from tv commercials. Now, according to the networks, agencies are coming up with carefully produced commercials designed especially for radio.

Stereophonic broadcasting in combination with tv is being scheduled this fall for the first time in network history. Plymouth has made the Wednesday night Lauerence Welk show stereo over ABC TV and ABC Radio in five cities—New York, Chicago, Los

Angeles, Detroit, San Francisco, Viewers of the ABC TV show who live within transmission range of the five ABC Radio stations will be able to pick up and mix two entirely different sounds—one from tv, one from radio. With a two-microphone setup, there's a true "two-ear" stereo effect. Agency brass are watching this new development carefully. If it proves popular, a rash of radio/tw stereo may follow. Unlike stereo recordings, no special equipment is needed—just a regular radio and regular television set.

New sources of income have startled even the networks themselves. While convenience products dominated new business in recent seasons, this year's big growth areas are recreation and home maintenance products. For example, NBC signed Alcoa to a saturation campaign next January for aluminum boat hardware, Evinrude for an extensive schedule for its outboard motors, Rubberoid to push its home building supplies and the Edison Electric Institute in an institutional campaign on the additional advantages of electricity for better living.

#### New net-local tie-ups gain in popularity

Increasingly effective gambit in net radio buying is programing for local station follow-up business.

As a result of Savings and Loan Foundation's network campaign on ABC (27-30 June) local station salesmen sold 2800 spots, according to reports received from 80 ABC stations.

Trick was turned with a sales tool prepared by McCann Erickson. Stations were supplied with names and addresses of local members of foundation. ABC alerted stations to new business possibilities.

Similar follow-up techniques were used by NBC for Sterling Silversmith's Guild in July. Mutual's network programing for T-Pak, a sausage casing, brought Mutual stations a grillful of orders from local hot dog packers.

## 15

#### Keys to better timebuyer-timeseller relationships

- Station Representative Robert E. Eastman offers sales road map for faster, clearer spot negotiations
- Defines 15 key areas where salesmen, stations can provide more efficient service to timebuyers



S alesmanship today consists mainly of problem-solving. More than ever that's true in the air media where early novelty has worn off and efficiency now is the key consideration.

This week Bob Eastman, head of his own Robert E. Eastman and Co. rep firm, drew up the following sales roadmap for that most complex of air media—spot. True, it was written by a man who has spent a lifetime in sales. But equally true, its value lies in Eastman's ability to "plug into" the time-buyer's problems and necessities and describe the smoothest path.

Here, then—at the start of a rousing new spot season—are 15 Keys to Better Timebuyer-Timeseller Results as Bob Eastman has defined them for his own salesmen and his clients.

Spot radio and to advertising require especially imaginative and capable salesmen. A rep or station salesman must draw upon his imagination to figure: 1) What will make my product most appealing to this customer? 2) What is the best approach and timing? 3) What will impel him to buy?

This is what your customer will expect of you at the minimum.

#### KNOWLEDGE OF PRODUCT

Too many salesmen of broadcasting do not know enough about their product. Make it a point to know:

- a. Station programing
- b. Competitive programing
- c. Comparative facilities
- d. Rates—especially relating to packages

- e. Competitive rates
- f. Audience characteristics
- g. Accounts using station effec-
- h. Nature of market
- i. General audience picture for all stations on all available surveys Facile use of this fundamental knowledge will make you "fast on your feet" with answers. Make notes

—memorize those things you'll need most frequently. Moreover, the best salesmen I have known and worked with are extremely well-organized. A forgotten item or a neglected followsup may mean a lost

known and worked with are extremely well-organized. A forgotten item or a neglected follow-up may mean a lost sale. Establish a system to cover the following:

- a. All pending business
- b. Ideas for follow-up
- c. Pending campaigns
- d. Pre-selling needs
- e. Account executives and client contacts to be made
- f. Status of all business in markets
- g. Switching plans

Carefully kept and used records will add greatly to your efficiency and sales performance.

#### 2 TIMING

There always is a best time to sell a customer. In many instances 9 a.m., by appointment, is ideal. The buyer is fresh, other problems of the day have not yet beset him. His mind is most receptive to the ideas you wish to impress upon him.

But you cannot see all your prospects at 9 a.m., so you must apply this timing where it fits (probably for your most important and potentially productive of business calls for the day). It bears repeating here that you must make calls—lots of them—but be sure they are carefully timed and well-prepared.

#### THE RECEPTION ROOM

Too often the reception room is used as a sort of club room. Here salesmen happily fraternize and read magazines. I don't mean to overlook the amenities completely, but the effective salesman is the busy one and he is in that reception room for just one purpose—to get inside and get

the order. Far too much highly valuable time is wasted in reception rooms. Here is the proper reception room procedure:

- a. If you have to wait, use the time to review your presentation.
- b. Think of what you are going to say. Review in your mind the right kind of selling words to fit the customer.

Use reception room times as part of your selling time. Don't waste it.

#### PREPARATION

Each sales presentation requires careful advance thought and work. Consider what this buyer is after and how you can best adapt your merchandise to be most appealing. If usually is advisable to have more than one plan in order to offer the buyer a choice. Study all the station data and select the substantiating material which will be most effective with this particular buyer. Frequently the sale is made in the preparation. One desirable method of preparation:

- a. Organize your thoughts and facts in outline.
- Put them on paper in letter form.
- c. Talk these with the buyer.
- Then leave the letter if it holds up in the discussion.
- e. Otherwise prepare another letter which better fits the results of the discussion and deliver it in person. Don't mail it or you miss a chance to review and get the order.
- f. If the sale is ready to close before d. and e. are needed, close it and proceed to something else.

#### IMACERY

Study the effect of words. The choice of the right word at the right time often will close a sale. Know which words appeal to which buyers. Use positive words.

There always is an idea—or several—which adds lustre to your merchandise. Use ideas extravagantly. You'll find that the more you use them, the more you will invent and your selling will become vastly more exciting and effective. There is nothing more powerful than an idea.

#### IDEAL

#### IDEAL SALES SEQUENCE

Many salesmen invariably open their solicitation with ratings or price. This is a serious error.

Considerations other than numbers must be given precedence. Time and again you have read and heard statements from astute buyers regarding the importance they place on factors other than numbers. Take them at their word; they are sincere in their interest in information other than the factual data. Here is what I consider to be an ideal sales sequence:

- a. Open with an idea.
- Discuss the nature of station programing and appeal as it fits the product.
- c. Show proof that the station is selling merchandise.
- d. Present a plan or plans to sell for the client.
- Give statistical verification of the values involved.
- f. Cost-economy.

Always advise the station regarding upcoming business. Several times a year, I'll guarantee you, the station manager will have a contributing idea or live next door to the influential broker. Advising the station well in advance is well worth the small effort. It pays off in additional orders.

#### COVER INFLUENTIALS

Most sales are influenced by several different people. It is the obligation of the salesman to know all of these people and wherever possible and practical to cover them. Here is the right way to cover influentials:

- a. Give the timebuyer the complete details.
- b. See the account executive and give him the story.
- c. Let the buyer know right away that you have seen the account executive.
- d. See the advertising manager and give him the story.
- Advise both timebuyer and account executive that you have discussed the situation with the ad manager.

Obviously this type of coverage must be used with discretion and when used, be sure to keep all the parties especially the buyer—fully informed. Don't cross any wires or the fuse you blow may be your own.

Some salesmen go only to account executives or ad managers to protest the loss of business. This is the wrong way and should rarely, if ever, be done. Do your selling with the influentials before—not after—the order is placed.

#### PRE-SELLING

This is tremendously important. Too often in the sale of national spot broadcasting, when the buyer is going into 100 markets and must analyze and carefully screen 200, 300, or more stations, he can't find the time to sit still for a full scale pitch on every station. Furthermore, he is working up to midnight for several straight nights and is likely to be justifiably short with the salesman who hasn't been around for six months and now wishes to monopolize his time.

Get your station story across before actual buying begins. Every time you hear a new sales angle on a station, mention it on all of your calls for several days until the thought has been well registered.

Pre-selling takes advantage of the mails. From time to time, jot down a new piece of data or an idea in very brief form and mail it out to the people who should know it. They'll read it, and you'll be amazed how many will remember it at the right time. Pre-sell all the time. Encourage your stations to pre-sell, too, by taking advantage of logical advertising and promotion opportunities.

#### THE GRANDSTAND PLAY

This is an order-getting technique which can be used on certain occasions. Only good judgment will tell you when.

There are many kinds of "grandstand plays." But one which is most helpful in national spot selling is asking the buyer if you may use his telephone collect. The purpose of the call is to serve the buyer better through bringing station management into the transaction in order to work out a schedule, or some other aspect, to fit the buyer's needs more closely. This extra effort and interest on the part of the seller and station will, if properly used, get additional orders.

Recognition of other "grandstand plays" will come about for the salesman who trains himself to be keenly aware of the dramatics in his situation and be alert for opportunities to apply them effectively.

#### LEAVE A REASONABLE

A salesman's position requires that he constantly sell his merchandise. It is in complete contradiction to this responsibility for a salesman ever to agree that another station is a better buy. Often, however, a salesman in a false attempt to be a "nice guy" or a "good loser" will only admit that the purchase of a competitive facility is a good buy. This is strictly taboo!

I do not mean that the salesman should be overly dogmatic. However, he can leave a reasonable doubt by simply stating "you are the buyer and the final decision is yours" — or say nothing, but don't applaud the other purchase.

Leave the buyer feeling that perhaps your product deserved more consideration. This helps pave the way for future sales. When you must lose a sale, never forget it and see to it that your future pre-selling repairs the situation in advance of the next transaction.

#### 11 NEGATIVE SELLING

No salesman or sales organization can prosper for long by trying to build up his product by tearing down that of another. It just doesn't work. As a matter of fact it inevitably is detrimental to the person, organization, and product which tolerates negative selline.

Sell your own merchandise positively. Present all the things good about your product and the reasons why it fits the buyer's needs. You can properly express why it is "better than" but be sure you use the right words at this point and don't trap yourself into an exposition of all the things wrong with the competition.

Don't publicize the competition by talking about them or you may leave the impression of "methinks he protesteth too much." Negative selling hurts the industry. This internecine warfare can help other media.

Make it a firm policy that you will not play tapes or show logs of how bad the competition is. No station is ever perfect and starting a witch hunt can cause great harm. There is too much of this being done in broadcasting, and it should be discontinued immediately.

#### 12 WHEN TO QUIT

Empathy is essential to good selling. You've got to develop an awareness that tells you how the customer is reacting. If you aren't getting across, and you can see that the buyer isn't with you at all, maybe it's a bad time of day for either you or him. Don't permit yourself to be heavy-handed and plod on with your pitch anyway. Don't quit on the piece of business, but quit for today, and then set a more opportune time to go back.

#### 13 DON'T LET GO

Properly applied persistence is basic to all good selling. When a situation seems stacked against you, think and think some more.

Turn your imagination loose. There always is another idea or approach which can convert what seem to be insurmountable odds to an order. Talk it over with other salesmen in the company, the sales manager, the station. Don't let go—dig and keep digging—you'll frequently find the answer. You'll get more orders.

Always remember that good selling never is wasted, though frequently it will seem that the amount of thought, time, and salesmanship devoted to securing a relatively small piece of business is not worthwhile.

This would be true if a strict cost accounting of commissions in relation to time spent were applied. However, all good selling is an investment. Inevitably the effort expended on a small order will lay the foundation for larger orders from the same buyer.

#### 14 HOW TO CLOSE SALE

The "close" is the most misunderstood aspect of selling. Asking for the order is basic and should never be confused with begging for the order.

The right and only way to close a sale is to start closing from your first thought, every word written and spoken. You are closing from the beginning. This is important to remember because if you should be deluded into a slow warmup, a more alert competitor will have the order while you're still warming up.

Here's a tip on maintaining momentum in dealing with skeptics: Few buyers are willing to be pioneers; the fact that other well-known customers have bought your station is important. In your written and verbal selling, constantly use the endorsement-throughpurchase of other clients.

#### STATION SEQUENCE

All representatives have stations of varying degrees of popularity. Also, all salesmen are eager to please the buyer. There is a constant temptation for the salesman to lead with his most attractive merchandise. Whenever possible a salesman should plan his calls and pre-selling so that he is selling only one station at a time.

Frequently, however, it becomes necessary for him to present and sell for several stations at one time. On these occasions it is very important for him to set up the proper station sequence of presentation. In his effort to please the buyer if he leads with the best facility or highest ratings, all the rest of his merchandise may look pale by comparison. Lead off with your toughest sale. The points you score on this one will pass on a strength to the others you are selling.

Summary: 1) Know your product thoroughly. 2) Time your selling properly. 3) Use the reception room for reviews. 4) Prepare every presentation in advance. 5) Use ideas and imagery in selling, 6) Program your pitch in proper sequence. 7) Cover all the influentials, 8) Pre-sell your ideas whenever possible. 9) Don't neglect the "grandstand play." 10) Know when to quit, when to go back. 11) Stay away from negative selling. 12) Leave the buyer with a "reasonable doubt." 13) Don't give up. Persistence pays off. 14) Start "closings" at the beginning. 15) If possible, sell one station at a time, but if you can't, then lead off with your toughest sale.



C. A. Black, radio/ty director of Farson, Huff and Northlich agency, Cincinnati, explains Play-Doh's tv demonstration to J. J. Robinson, and J. L. Beck of Rainbow Crafts

#### PLAY-DOH: \$3,000,000 SPOT TV WONDER

sales curve that's shot from less than \$25,000 in 1955 to over \$3 million in 1958 is the proud record of brilliant, 27-year Joseph McVicker, president of Rainbow Crafts, Inc., Cincinnati, manufacturer of Play-Doh, a children's modeling material.

McVicker himself is articulate about his success formula: 1) an improved and useful product; and 2) spot tv. used in ways that extract every possible ounce of sales, advertising, and marketing help from the medium.

This year Play-Doh is investing \$150,000 in spot tv (90% of its total ad budget) in 41 markets on the basis of three major drives-winter, spring, and fall. Starting this month Play-Doh builds toward Christmas business (November and December are the biggest sales months in the toy field). Play-Doh also believes in post-Christmas advertising; it used a strong campaign in January and February to maintain jobber enthusiasm, and shelf space in toy departments, as well as to promote consumer sales.

Actually Play-Doh, under the driving leadership of McVicker and John J. Robinson, v.p. for marketing, uses tv for five separate and distinct purposes:

- 1. To introduce their product. 2. To demonstrate it.
- 3. To create consumer demand.
- 4. To build distribution.
- 5. To get shelf space.

"If you don't use tv to get distribution for you, you're not making it do its maximum work for you," says v.p. Robinson. In building its campaign around participations in high-rated local children's shows, Play-Doh made certain that its stations knew exactly what its aims and ambitions were via a form known as a Station Promotion Report, According to John L. Beck, Play-Doh's sales promotion manager, the stations co-operated wholeheartedly in merchandising and promoting the product.

Similarly, Play-Doh worked hard with program personalities. Each was scheduled for appearances at store openings, trade shows, even sales calls. "Thanks to one well-known personality," says McVickers, "we've sold one account \$112,000 of Play-Doh this year.'

Play-Doh itself has developed from a commercial product once manufactured by President McVicker's father for cleaning wallpaper. Discovered almost by accident, it built from a volume of \$23,000 in 1955 to \$230,000 in 1956. By 1957 McVicker decided the time was ripe for tv advertising. First step was a test-market operation in Evansville, Ind. with 10 spots a week for four weeks over WEHT. Laterbecause of excellent results-this was extended, and within less than four months the test developed \$12,000 in business at wholesale prices.



#### VIDEO TAPE STATUS REPORT

#### Tv's revolutionary videotape: Part 2

- Probably no one is exploring deeper the potential of videotape than tv stations; here's how they're using it
- ₱ Biggest news of the moment; first color tape telecast from an individual station—WBTV, Charlotte, N. C.

Like a brush fire out of control, it is hard to follow the spread of videotape. At presstime (13 Sept.), sponsor received the following telegram:

"Charlotte, N. C.: The world's first television to be tape recorded and played back on the air in full color by a tv station was originated today by WBTV. The program, The Betty Freezor Show, was taped between 11 and 11:30 a.m. on an RCA color videotape recorder and played back between 1 and 1:30 p.m. with perfect sound and picture quality. The show featured a short talk by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co. . . . The videotape recorder installation which cost in excess of \$100,000 enables WBTV to record either color or black and white programs, network or local . . . (it) stands seven feet high and is 13 feet wide . . . standard reel contains enough tape for 64 minutes of programing. . . . WBTV the first tv station in nation to become completely equipped with all known means of color programing. . . .

The WBTV recorder is the seventh color, båw prototype to be placed by RCA, first to a local station. Four went to NBC TV center in Burbank, Calif., in April; two have just been delivered to the NBC TV tane center.

that will go into operation in N. Y. this fall. Chief difference between RCA and Ampex recorders: RCA builds for color, removal of rack produces b&w; Ampex builds for b&w, addition of a color accessory unit produces color.

First two such color accessory units by Ampex are now on their way to CBS TV City on the Coast. Still another first in the tape story was the delivery this week of the first new tape splicer by Ampex (cost \$780) to KPRC. Houston.

For KPRC, the splicer kit arrives in the nick of time; for sponsor Humble Oil, KPRC General Manager Jack Harrison and staff have set out on perhaps the most ambitious editing of videotape to date. Each Saturday this fall, they will tape the Southwest conference football game of the week. edit it to exactly one hour (yet include every play) and on Sunday from 5 to 6 p.m. will air it as well as feed it live to 22 other tv stations. Humble Oil, sponsor on the full "football network" has already pre-taped more than a score of commercials.

Thus each day videotape takes a new step, leading advertisers and broadcasters on to new opportunities. SPON-SOR has attempted to retrace some of these steps with the following coastto-coast rundown of how a number of



First: Last Friday, at WBTV, Charlotte, the first colortape show was done by a station. New RCA recorder is checked by Joseph Bryan, president Jefferson Standard Bestg. and Tom Howard, v.p.

Sales tool: WFIL-TV, Philadelphia, personalities take part in tape show for agency top brass to promote new videotape equipment. Show combined live and tape, asked admen to guess which was which





Special event: Action of Gold Cup Race speedboat disaster is picked up at KING-TV, Seattle, studio. Tape was replayed at once

stations and local clients are using tape in tv.

KRLD-TV, Dallas: Tape licked a problem in commercials for local auto accounts! Because of limited studio space, it had been impossible to show more than one model car in a live commercial; since tape, a number of cars can be "shot" ahead of air time, then played back in the one strip of tape. Religious programing had been another problem since local pastors could scarcely desert their pulpits on Sundays to work "live" at studio. With tape, the ministers now record during the week, and the programs are aired at a logical time-Sunday. As for problems of the tape operation itself, they are (1) editing and (2) how to store satisfactorily spots and short program segments.

KENS-TV, San Antonio: Says General Manager Albert Johnson, "Local agencies are enthusiastic about our tape, and several clients are using it regularly for commercials. The Wyatt Agency likes it for their client, San Antonio Savings & Loan, both for convenience and quality control in tv commercials. Piggly Wiggly Stores through the Notzen Agency also uses our tape facilities regularly." KENS uses tape for agency presentations, for weekday pre-taping of week-end shows. "At present," says Johnson, "we find tape a tremendous tool rather than a big saving."

WFLA-TV Tampa: Since this outlet

#### Who buys videotape recorders and why

QUESTION #1-Who made the decision in the station to make the

	enase of videotape necorder(s);	
	Management	
2.	Station Manager	11
	Owner	
	V.P. of Engineering	
5.	Chief Engineer	3
6.	Other	1

#### TOTAL 44

QUESTION #2-What were his indicated reasons for making the

pur	chase?	
	Save Operating Personnel	
2,	No Specific Reason	8
	Reduce Overtime	
4.	Experimental Operation	3
5.	Make Syndicated Programs	3
6.	Make Local Spots	3
7.	Better Efficiency	2
8.	Multiple Station Program Exchange	2
9.	Network Delay by Station	1
10	Remote Truck Facility	1

TOTAL - 39

QUESTION #3-How is the station using its recorder(s)?

1.	Program Delay (by Station)	
	a, Local	1
	b. Network	
2.	Making Spot Commercials	- 1
	Recorder Not Yet Installed	
4	Syndicated Shows	
	Remote Truck Facility	
	Recorder Not Actually Required	

TOTAL 37

QUESTION #4-Bo you know whether they have been able to reduce

	sonner;	
1.	Same Personnel/Overtime	20
2.	Less Personnel/Overtime	7
3.	More Personnel/Overtime	6
4.	No Answer at this Time	4

TOTAL

NOTE: In July, one of the biggest firms in broadcasting conducted a survey of stations that have videotape recorders. Above are the results. Answers based on station's answering, not on number of recorders. Networks not included in survey. Totals not equal because of multiple answers to same questions. Respondents include four closed-circuit customers.

serves, besides Tampa, both St. Petersburg and Clearwater, it is finding its new videotape facilities valuable in doing remote commercials in those outside areas. Last mouth, a public service program was taped at noon, aired at 5 p.m. A severe electrical storm, however, interrupted service in the area most concerned with the event. So the next morning WFLA replayed the tape for the benefit of those who had missed it.

WRAL-TV, Raleigh, N.C.; This outlet's recorder has only been in about a month, but it lost no time in promoting it to clients. A full-dress demonstration was put on for advertising agency executives from North Carolina, Virginia, and Washington. This "clinic" for admen included actual rehearsal and taping of commercials; at one point the admen themselves "taped and played back."

WFIL-TV, Philadelphia: To promote its new tape facilities, WFIL aired a contest for agency presidents. vice presidents and account execs; The program comprised sections in both live and tape; admen had to guess which was which. Winner was John Kelly, president of Kelly Associates, Phila. Promotion for the viewing public comprised a half-hour all-tape show. The Miracle of Videotape; it showed the studio facilities, included tapes of a Phillies ball game, featured personality Dick Clark and others. Dick Clark and tape solved a problem for College Type Clothes which wanted to schedule commercials just before schools open; trouble was Clark who was to star in them would be on vacation at that time. Tape made it possible for Clark to do the commercials before he left.

KDKA-TV Pittsburgh: Management considers tape for tv "second only in importance to the development of the image orthicon." Is using its equipment to open up "dead" studio time for live programing. Every day, KDKA records portions of its live schedule, plays them back the same day. During net time, for example, it may tape a special event for airing in the late evening. It pre-records station-break announcements with thematic treatment for personality and image effect. Programs destined for kine are taped and shipped to net for kine recording, thereby avoiding transmission line costs. As with so many other outlets equipped for tape, KDKA is finding it a useful sales tool for auditions and sales presentations to advertisers. Clients using baseball game commercials are effecting a saving with tape announcements: they permit the switch from film to live techniques at substantially less cost. KDKA has entered syndication by taping two of its major live programs: Slimnastic (an exercise format) and KD County Fair (country music)

WBZ-TV, Boston: First crack out of the box, this station taped its monthly program Soryville, a jazz show featuring top stars and aired at 10:30 p.m. The airing hour had never been compatible with the schedules of the top jazz talent they starred, but since tape, they get the artists together on an afternoon, rehearse and tape it. At WBZ, several clients regularly use tape for commercials. Slumberland Mattress Co. records all commercials for a week in one afternoon. A sidelight on Slumberland Mattress, use of tape is that their weather girl, Jame Day, must remember what dress to wear each night to match the one she wore in the pre-taped commercial.

WJZ-TV, Baltimore: A local advertiser that had previously been using film commercials, moved its ad budget over to WJZ after a demonstration of videotape, now tapes its commercials. The same station used a closed-circuit presentation to a major department store, pointed up the flexibility and possibilities of tape to tell an advertising message; result: the department store is now a WJZ client and is using tape. One of the outstanding applications of tape to WJZ programing is speedy station wagon adaptation of a mobile (see picture). Other examples are: A political candidate was able to tape his pitch; now it is aired while he is out stumping the state with personal appearances. Paul Richards, manager for the Baltimore Orioles does a sports show for WJZ; tape has enabled him to appear on ty at the same time he is away with the team or is playing on the field.

KNYT. Los Angeles: Buys services of CBS TV City tape facilities to pre-record morning shows (7 to 9 a.m.) and week-end shows. Feeds taped excerpts of national news into local newscasts. Following telecasts of horse races, replays action via tape for air analysis; plans similar playbacks of highlights or controversial parts of other sports events.

KABC-TV, Los Angeles: Taping two live shows (Traffic Court, Stars of Jazz) available to o&o's in New York and Chicago. Has taped Dodge (Grant Adv.) commercial which was rolled into a N.Y.-originated Lawrence Welk Show.

KRCA, Los Angeles: Pre-records week-end programs during week. "The pressure from advertisers for tepe commercials is on," says a spokesman. Among clients using tape are Miles California Co. and All-State Carpet Co. Former, through

(Please turn to page 71)

Tape-on-the-run: For speediest remotes, WJZ-TV, Baltimore, has equipped this prowling station wagon with small vidicon cameras and facilities to beam back to station Ampex





Jingleurs: Collaborating on the Maola Milk commercial are: (1 to r) Phil Davis, of Phil Davis Musical Enterprises, N. Y.; Dottie Evans and Art Malvin, vocalists from the Ray Charles Singers, and Harry Gianaris; president of Maola's agency, Harry Gianaris & Assoc., Charleston, S. C.

#### What Maola did with regional radio

- Maola Golden Guernsey milk is a premium-priced product selling at 2c a quart more than regular milk
- When most dairies turned to promoting lower cost items, Maola used a radio jingle to up G-G sales 45%

One of the makeshift marketing patterns that developed during last spring's recession was that of dairy companies switching emphasis from premium-priced high-butterfat milk to the lower-priced, low-fat product. The Maola Milk & Ice Gream Co., of New Bern, N. C., however, reversed the trend and, with a campaign spearheaded by regional radio, increased sales of its premium-priced Golden Guernsey milk by 45% over 1957.

Maola is fairly typical of thousands of companies across the U.S. Its marketing area covers 30 counties; its advertising budget (much of which goes into point-of-sale pieces, truck cards, ischool annuals) runs between \$50,000 and \$75,000. Its approach to the "soft economy" of April was not so typical.

Maola hiked its ad budget 10% over the year before to \$75,000. General Manager Kenneth G. Reesman gave his agency, Harry Gianaris & Assoc., Charleston, S. C., an okay to push Golden Guernsey milk, which sells at the premium price of 2¢ per quart above prices of the popular homogenized milks. Gianaris reasoned that spearheading a campaign with the top quality product will carry the rest of the product line with it. Maola has more than 100 products.

Of its ad budget for the drive, Maola invested about 65% in broadcast media, the lion's share to radio. A total of 12 stations were used. In primary markets through the 30-county area, schedules called for 50 spots a week; in secondary areas, 20 spots a week; in secondary areas, 20 spots a week. They were slotted between 7 a.m. and 6 p.m. with heaviest concentration on the "food days," Wednesday, Thursday, Threst voutlets and 16 newspapers supplemented the radio nush.

Until this time, Maola had felt that jingles were for the sponsors with \$1million budgets, but when the agency recommended one for the campaign, Reesman gave them another green light. Phil Davis Musical Enterprises, of New York, producer of commercials for such national accounts as Gillette, Johnson Wax, Camay Soap, Campbell's Soup and Bell Telephone, was called in. Result: e.t.'s of a fresh and beuncy tune by two vocalists from Ray Charles Singers (frequent stars on the Perry Como Show) and announcements by Charlie Stark (well-known for his commercials on Kraft Television Theater).

By July, the 45% increase of Golden Guernsey sales put that product's production so far behind demand that plans for a fall flight for it had to be dropped; but not the air time. That will still be used to plug a new product. Meanwhile the jingle commercials go on. Maola ice cream got the big play this summer.

"When you hear the commercial being whistled by kids," says Reesman, "and see the sales figures continue to climb even three months after the big push is over, you know something's working hard for you. In this instance, we know it's the combination of a topnotch jingle and the astute use of saturation radio on a bold basis."

#### \$8 Million less for specs (so far)

I hough the dollar output for 1958-59 specials is running behind the prior season, it still will account for a hefty hunk of business. Here's the situation:

· Last year, at this time, a total of \$37.8 million was committed for specials, with an average time-talent cost of \$323,000 apiece; this year the figures are \$29.1 million and \$318,000.

· Last year the total number of specials in the bag was 117; so far this year. it's 9112 (see chart below).

· Last year the line-up included 14 musicals, 17 comedy-variety, 34 straight dramas, and 13 science-documentaries; this year the format numbers, 19, 191/2, 29, and 8 respectively.

Unsold specials on CBS TV, at presstime, include: For Whom The Bell Tolls, Treasure Island, one-quarter of Wonderful Town, the Nutcracker Ballet, and the Philharmonic concerts. NBC TV still has to unload the two Mary Martin Easter day shows, two Dean Martin programs, the remaining 41/2 hours of Jerry Lewis, and the Emmy Awards.

However, the networks are still confident that the buying will pick up, with these prospects in the horizon: Texaco, Max Factor, Frigidaire and General Motors institutional. And Pontiac and Oldsmobile are expected to add to what they've got.

Box score of web specials, 1958-59

SPONSOR	PROGRAM (NETWORK)	NO. SHOWS	TOTAL TIME-TALENT COST
Academy of Arts and Sciences	Oscar Awards (NBC TV)	1	\$450,000
Aluminium Ltd., Union Carbide*	Omnibus (NBC TV)	15	2,400,000
Bell Telephone	Science—Musicals (NBC TV)	8	2,700,000
Breck, Hill Bros., National Dairy	Shirley Temple's Storybook (NBC TV)	6	1,600,000
Buick	Bob Hope (NBC TV)	8	3,400,000
Chrysler	Fred Astaire (NBC TV)	2	780,000
Delco	Lowell Thomas (CBS TV)	4	900,000
DuPont	Show of Month (CBS TV)	9	4,200,000
Hallmark	Hall of Fame (NBC TV)	6	2,100,000
Liggett & Myers	Pied Piper (NBC TV)	- 1	230,000
Lincoln	Concerts (unsettled)	4	620,000
Oldsmobile	Bing Crosby (ABC TV)	2	650,000
Philco	Miss America (CBS TV)	1	220,000
Pontiac	Variety (CBS TV; NBC TV)	5	2,100,000
Rexall	Story Books (NBC TV)		1,700,000
Sheaffer Pen	Story Books (CBS TV)	2	750,000
Timex <sup>†</sup>	Jazz (CBS TV) Jerry Lewis (NBC TV)	3	1,275,000 510,000
Westclox, Carling Brew	Wonderful Town (CBS TV)	1	350,000
Westinghouse	Ball-Arnaz (CBS TV)	7	2,150,000
TOTAL		911/2	\$29,085,000

Trimex is in for one-half of the first three Jerry Lewis shows

Dribs and drabs of post-'48 product, such as UA's Clash by Night, are continually opening to tv. even though the majors are holding out CONSERVATION MEASURI

#### Shortage of

Now that Hollywood has just about turned off the feature-film faucet on the one hand, and more network daytime programing is filling choice hours on the others, what's the status of feature film?

Will the supply start to get skimpy? Will advertiser interest wear thin because of time and quality considerations?

Right off, the answer to both questions currently is No. In detailed evidence of that, SPONSOR this week checked the seven stations in the New York area-the country's No. 1 market-place for feature product-and this cozy situation is apparent:

· Stations strong in film backlog can program premium features for another six years by spreading top shows throughout the year.

· Stations that don't have so big a premium backlog will take the best pickings after the top stations are finished with them—to hit a still large and untouched audience.

 There is still some pre-'48 product to be released (Columbia Universal especially).

It's obvious that feature film programing has worn its years (ofttimes ten) well. No drop in ratings has yet occurred; they still are fairly consistent. So practically every New York station boasts at least one show sold out for the first week this fall and im-



Repetition of good product adds a large amount of mileage to the life of features. Humphrey Bogart-Kathryn Hepburn drama, African Queen (above), has been seen as many as 12 times in the New York market



Thematic grouping not only stretches a limited amount of film, but can renew advertiser and viewer excitement as well. A good example: A Shock group, with thrillers such as Bride of Frankenstein

E ABOVE) SHOW WHY . . .

#### Post-'48's won't stymie feature films

- ▼ With new supplies cut off indefinitely, backlogs are big enough to keep broadcasters—advertisers—going for years
- New York, No. 1 marketplace for feature film, shows a steady gain. A status report on its reservoir and sponsors

what kind of advertisers are buy-

Generally, the roster compares favorably with TvB's list of top spot advertisers, nor does it vary much between daytime and evening. For instance:

A typical week of WCBS-TV's Early Show (5:15 p.m.) would include these advertisers: Proeter & Gamble, Imperial Margarine, Best Foods, Robert Hall, Lever, L&M, Piel's, TV Guide, Peter Paul, Raleigh, Bromo Selzer, International Latex.

CBS TV's Late Late Show (1 a.m.) for the same week: International Latex, Polident, Carter's Liver Pills, Schick, Dristan, Lestoil, Bromo Seltzer, Knickerbocker Beer, Zest, Schaefer Beer, Pledge Wax.

And WOR-TV's current line-up for its mid-evening Million Dollar Movie runs like this: R. J. Reynolds, New York Telephone Co., Best Foods, Bromo Seltzer, Anahist, Helena Rubenstein, Del Wonte Food Products.

Within the film libraries of New

York's seven stations lies every feature that's been made available to television. You'll find 85 different movies (several with multiple runs weekly) programed among them each week, in every format and at every hour. Yet so vast is the film supply that every station in the market can place a good deal of emphasis on its feature programing.

As for the current mathematics of the supply situation, this is how they work out.

WCBS-TV: Its library of 2,150 films comprises 700 Paramount pictures (none have been broadcast); 723
 MGM features (about half have been shown); 287 Warner Bros; 33 United Artists post—'48 releases; 128 Columbias; and 32 Universals (half of which have been shown at least once); and 197 miscellaneous films from other productives.

With this kind of stockpile, WCBS-TV officials estimate they can keep going at their current rate of 1,200 features a year until all leases expire about six years.

Advertiser-wise, the station has few

problems for fall. Its Early and Late Shows and Picture for a Sunday Afternoon already are sold out; its Late, Late Show is sold out on three nights.

 WRCA-TV: Although the live Jack Paar show takes a chunk out of what most stations consider prime feature viewing hours, WRCA-TV still manages 10 programs of features weekly (5 p.m. Monday through Saturday; two features each, Saturday and Sunday evenings).

Station officials estimate almost 75% of its features still haven't been run for the first time. Included in the WRCA-TV library are 140 Republic films; 74 of the new United Artists releases; 22 RKO's; 38 from 20th Century; and 13 from Columbia; plus some from independent sources.

• WABC-TV: Thematic programing with Screen Gems' Shock packages takes care of what might otherwise present a supply problem. During this past season, the station aired all of its original Shock package of 52 films. Another run-through is due this year. In addition the station will incorporate another 20 called Son of Shock. With two of these pictures running each week (at 11:15 p.m.). WABC-TV officials figure they are good for at least this year. (Advertisers apparently feel just as secure; the program is about 60% sold for the fall season.)

The network's new stress this fall on

daytime programing will take some pressure off of WABC-TV's feature library. But there undoubtedly will be at least one film scheduled each morning.

 WOR-TV: A strong feature film station. WOR-TV has a solid backlog of 1.400 movies, about half of which have been shown at least once. Included in the library are the original Matty Fox package of 700 RKO features and 700 from miscellaneous packages.

The biggest single block of feature programing is WOR-TV's Million Dollar Movie, highlighting one feature

each week. Of the total library, only 350 have been deemed of Million Dollar Movie caliber. And of these, 200 have been aired over the four-year life of the program. At the current rate of 50 a year, the station can go for at least three years on present supplies.

The rest of the library will be divided up among three new feature programs planned for fall. In addition, the station schedules two thematic feature groups weekly, Gene Autry (56 flms), stripped daily; and Roy Rogers (67 flms), on Saturdays and Sundays.

All but two sponsorships have been signed for the fall Million Dollar

Movies, says WOR-TV, and the roster is expected to be full by the time the first show kicks off.

• WPIX: Other New York stations might compare themselves to Broadway theaters; WPIX likes to think of itself as the smaller "art" house. The station doesn't attempt to compete on size of original library; instead it takes the pick of re-rums (both foreign and domestic). All of its 216 films have been run between 18 and 20 times.

Since the station has invested a good deal in first-run syndication for fall, it's concentrating its selling in these half-hour segments. The eight feature programs themselves are not heavily sold.

• WABD: Like WPIN, WABD doesn't concentrate on the first-run product, even though it programs features during prime hours three evenings a week. (Other evenings are devoted to syndicated half hours.) Station officials take an approach similar to those at WPIN, state "After Broadway, films always go into the neighborhood." We're a neighborhood. We're a neighborhood. "Consequently, WABD has collected most of its 100-film stockpile from other stations in the market.

Its advertiser list for fall, while not complete, contains what one executive terms "a healthy mixture of local and national sponsors."

 WNTA: Looking for more product, but has great plans and impressive list of first year advertisers. That about sums up WNTA-TV's status on feature films.

Its product: a 166-film library, including 102 20th Century features (mostly already shown at least once); 30 RKO-Bank of America releases; eight Playhouse 90 shows (six already have been aired); and 26 new releases of pre-'43 Warner Bros. (AAP).

The plans: 13 different feature segments weekly, including film scheduling during prime hours every evening. The station probably will use a minimum of 10 films a week, and will be on the lookout for more film after the fall season.

The advertisers: Station officials say Movie Night, a continuous movie shown three times weekly, is completely sold out, with such advertisers as Colgate, Norge, Dristan, Anahist, Con-Edison and Newport Cigarettes.

#### NEW YORK'S CROP OF TV FEATURE FILMS

	PACKAGE	wcBS-TV	WRCA-TV	WOR-TV	WNTA-TV		WABD	WPIX	TOTAL
- Oronno	мөм	723							723
	Paramount	700							700
	Warners	287		26	26		120		459
	Columbia- Universal	160	13			123	100		396
	20th Century	50	38		102			52	242
	RKO		22	700	30		30		782
	United Artist	33	74				40		147
	Republic		140						140
	Miscellaneous	197		674	8	50	110	164	1093
	TOTAL	2150	287	1400	166	173	400	216	4792
	Approximate number aired at least once		200	600	100	153	400	216	

## THE 3070 U.S. COUNTIES

#### IN ARF TV SET COUNT NO. 3

March 1958

SPONSOR lists complete county-by-county data on tv households

from Impressive new industry-financed study, just released by ARF

Published this week by the Advertising Research Foundation is its third comprehensive estimate of tv penetration in U. S. homes throughout the country.

Because of the importance of these figures to the entire industry, spossor is publishing on this and 10 subsequent pages the complete county-by-county breakdown of tv households as shown by ARF.

As of March 1958, when the study was made, ARF estimates 42,400,000 tv households out of a total of 50,540,000—an increase of 19.73% as compares with the 35,495,000 tv households shown in ARF tv set count No. 2, made in March 1956.

ARF, a non-profit organization whose directors include outstanding leaders among advertisers, agencies, media and research men, prepared the study at the request and expense of the three networks, NAB, and TvB.

The estimates have been arrived at by combining two basic sources—the Census Bureau's Current Population Survey and county data developed independently by A. C. Nielsen Co.—according to complex research and statistical formulas worked out and approved by leaders in the research field.

The figures shown here represent, of course, highly educated estimates rather than actual door to door set counts. But sposson believes they will have great and continuing value to timebuyers, media men and station owners everywhere. They are certain to be accepted as standards for the industry, and as a base for projecting ty home growth until the next computation of authoritative figures, as an important guide to all timebuying operations.

#### NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

STATE & COUNTY	HOUSEHOLDS	PER CENT		STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT		STATE & COUNTY	HOUSEHOLDS	PER CENT	EHOLDS NUMBER
ALABAMA				LTOWAH	28,300	74	21,000	RUSSELL	11,000	67	7,420
	829,500	71	589,250	FAYETTE	4,100 6,000	36	2.310	SAINT CLAIR SHELRY	6,300 7,700	70 83	4,440 6,360
AUTAUGA	4.100	50	2.030					SUMTER	5 100	51	2,580
BALDWIN	I1.900	77	9.170	GENEVA	5,900	4.5	2.660	TALLADEGA	17,300	76	13,150
BARBOUR	6.500	47	3,080	GREENE	3,400	45	1,520	TALLAPOOSA	8 800		5,500
BIBB	3,800	58	2,210	HALE	4,600	4.5	2.070	TUSCALOOSA	31,900		18,650
BLOUNT	6,600	7.0	4,650	HENRY	3,700	50	1,860	WALKER	14,700	85	12,440
BULLOCK	3,500	33	1.840	HOUSTON	13,600	64	8.710	WASHINGTON	3.400	47	1.590
BUTLER	5.400	53	3,420	JACKSON	8,600	58	5,030	WILCOX	1.800	47	2,240
CALHOUN	24.200	7.5	18,110	JEFFERSON	178,600	87	155,740				
CHAMBERS	9.700	63	6,110	LAMAR	3,500	59	2,080	WINSTON	3 500	5.1	1,960
CHEROKEE	3,700	65	2,400	LAUDERDALE	15,800	50	7,910				
				LAWRENCE	6,000	58	3.460	ARIZONA			
CHILTON	6,400	60	3,820	LEE	11.200	62	6,890				
CLARKE	4,100	47	1,920	LIMESTONE	8 400	59	4.960		322.400	79	254,950
CLAY	6,100	49	2,990	LOWNDES	3,500	49	1,730	APACHE	6.000	35	
CLEBURNE	3,000	95 65	1,660	MACON	6.400	55	3,510	COCHISE	13.800	34	2.280 7.420
			1,750	MADISON	22,600	60	13,560	COCONINO	8,500	15	3,840
COFFEE	7,300	52	3.810	MARENGO	6.800		3,450	GILA	8,100	61)	4,860
COLBERT	11,700	49	5,760	MARION	5,900	52	3,450	GRAHAM	3,300	51	1,690
CONECUH	4,300	49	2.090	MARSHALL	12,100	64	7,700				
COOSA	2,500	35	1,380	MOBILE	76,900	85	65,450	GREENLEE	3,800	51	1,950
COVINGTON	9,200	52	4,780	MONROE	5,400	47	2,530	MARICOPA	160,300	88	141,530
CRENSHAW	4.300	56	2,410					MOHAVE	2,300	38	876
CULLMAN	16,966	84	9,150	MONTGOMERY	45,900	83	38,250	NAVAJO	7,900	39	3.050
DALE	5,200	54	2,800	MORGAN	15,000	73	10,990	PIMA	69,340	87	60.540
DALLAS	14,500	59	8,560	PERRY	4.100	58	2,390	PINAL	15.800	83	13.040
DE KALB	11,000	57	6,240	PICKENS	5,100	50	2,560	SANTA CRUZ	2.900		1,580
ELMORE	7,400	62	4,600	PIKE	7.200	55	3,990	YAVAPAI	7.100	46	3,250
ESCAMBIA	7,100	62	4.600	RANDOLPH	1,900		2.840	YUMA	13 300	68	9,050

#### NATIONAL TV SET COUNT BY COUNTIES AS OF MARCH 1958

STATE & COUNTY	HOUSEHOLDS	TV HOU:	NUMBER
ARKANSAS			
	496,300	66	327,740
ARKANSAS ASHLEY	6.860	60 60	4.670
BAXTER BENTON	5,200 2,100	60 45	3,110
BENTON	10,100 4,000	544	5,630 2,260
BOONE	4,000	57	2,260
BRADLEY CALHOUN CARROLL	3,400	56	1,910
CARROLI	1,400	56	790
CHICOT	5.400	52 60	1,660 3,230
CLARK	5,400 5,300	61	3,210
CLAY	5,600	57	3,180
CLEBURNE	2,000 1,600	46 56	010
COLUMBIA	6.800	60	4.060
CLAY CLEBURNE CLEVELAND COLUMBIA CONWAY	6,800 3,600	60	4,060 2,170
CRAIGHEAD CRAWFORD CRITTENDEN CROSS	13,200	76	10,060
CRAWFORD	5,900 13,700	54 72	3,210 9,820
CROSS	5.800	61	0.000
	5,800 2,900	61	1,760
DESHA	6,000	35	3,300
DREW	6,000 3,700 5,900	58	3,300 2,150 3,690
FRANKLIN	3,900	63 53	1.260
DESHA DREW FAULKNER FRANKLIN FULTON	2,400 1,600	54	1,260 860
GARLAND	15,500 2,200	7.9	1,160
GRANT	2,200	58 57 55	1,280
HEMPSTEAD.	6,600 5,300	55	3,750 2,910
HOT SPRING	5,800 5,300 7,000	58	4,090
GRARLAND GRANT GREENE HEMPSTEAD HOT SPRING HOWARD INDEPENDENCE LARD LACKSON HEFFERSON	2,400 3,400 1,500	65	1.550
INDEPENDENCE	5.400	60	3,260
LACKSON		46 60	890 4,220
JEFFERSON	24,000	68	16,280
IOHNSON	3,600	53	1,920
IOHNSON LAFAYETTE LAWRENCE LEE LINCOLN		55	1,540 2,580
LAWRENCE	4,100 6.100 2,800	63	2,580
LINCOLN	2.800	58	3,800 1,620
LITLE RIVER	2.400	65	
LITLE RIVER LOGAN LONOKE MADISON MARION	3,800	52	1,550
LONOKE	6,100	69	4,200
MARION	2,100 1,300	52 50	1,090
MILLER	10.600	81	8,590 13,070 2,930 660 1,700
MISSISSIPPI MONROE	17,800 4,700 1,200 2,800	73	13.070
MONROE	4,708	62 55	2,930
MONTGOMERY NEVADA	2.800	61	1 700
NEWTON DUACHITA PERRY	1.400	52	730
DUACHITA	1,490 19,600	60	6.380
PERRY	900	66	530
PHILLIPS	12,800 1,800	63 54	8.099
POINSETT	6,900	72	4,996
POINSETT POLK POPE PRAIRIE	3,100 5,200	72 55	1,690
PRAIRIE	5,200	53	2,770
TLASKI	2,709 77,100	78	1,860 59,840
	2,900	53	
ST. FRANCIS	9.000	68	1,550 6,090
ALINE	7,000	65 52	4,550
RANDOLPH ST. PRANCIS SALINE SCOTT SEARCY	1,400 2,300	52 49	730 1,130
SEBASTIAN SEVIER SHARP	21,400	81	17.230
SEVIER	21,480 2,100	64	17,230 1,350
SHARP	1,600 1,300	46 45	730 590
STONE UNION	15.300	45 67	590 10,260
VAN BUREN WASHINGTON WHITE	1.700	60	1.020
VASHINGTON	1,700 14,900	61	9,120
WHITE WOODRI'FF	9,600	63	9,120 6,050 2,360
YELL	9,600 3,700 2,900	64 52	2,360 1,520
	2,000	0.0	1,520
CALIFORNIA			
	4,760,000	87	4,150,730
ALAMEDA ALPINE AMADOR BITTE	299,900	87	261.710 60
AMADOR	100 2,900	60 66	1,910
BITTE	25,300	76	19.340
ALAVERAS	3.200	66	19.340 2,120
BITTE CALAVERAS COLUSA CONTRA COSTA DEL NORTE	3,300 108,800 5,700 6,500 102,900	67	2, 200 96,830 3,140 4,290 85,710
ONTRA COSTA	108,800 5.700	89 55	96,830
ELDORADO FRESNO	6,500	66	4,290
FRESNO	102,900	83	85,710
ILENN HUMBOLDT IMPERIAL INYO	4,700 32,000	66	3,110
HUMBOLDT	32,000	80	25,710
INYO	19,000	69 48	13,140
KERN	4,500 82,500	18 85	3.110 25,710 13.140 2,170 69,960
KINGS	13,900	87	12,030
ARE	3,900	66	2,590
LASSEN LOS ANGELES	5,100	49 91	2,510
MADERA	5,199 1,957,000 11,400	91 85	1,773,850 9,740
MARIN	39.200	86	33,560

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS	EHOLDS NUMBER
MENDOCINO		59	
MERCED MODOC MONO MONTEREY	17,300 25,200 2,700 800	79	10,190
MODOC	2,700	49 65	1,330
MONTEREY		83	46 110
NAPA NEVADA ORANGE	18,500 6,200 174,400 15,200	66	12.210 3.870 156.480 11.940 2.340
NEVADA	6,200	62 90	3.870
PLACER PLUMAS	15,200	79	11.940
PLUMAS		65	2.340
RIVERSIDE SACRAMENTO SAN BENITO SAN BERNARDIN SAN DIEGO	88,200 135,100 4,200 O 143,500 300,900	82	71,930 117,030 3,020 123,180 267,580
SAN BENITO	4,200	87 72	3,020
SAN BERNARDIN	O 143,500	86	123,180
ELV DIEGO	300,300	89	267,380
SAN JOAQUIN	71,400	85	61,010
SAN LUIS OBISP	O 21,100	72 90	15,130
SAN FRANCISCO SAN JOAQUIN SAN LUIS OBISP SAN MATEO SANTA CLARA	285,000 71,400 O 21,100 124,900 37,100	83	250,550 61,010 15,130 112,070 30,780
SANTA CLARA SANTA CRUZ SHASTA SIERRA SISKIYOU	163,500 28,500	87	141,970 23,740 11,560 370
SANTA CRUZ	28,500	83	23,740
SIERRA	18,400 600	63 62	370
SISKIYOU	9,200	56	5, 180
SOLANO	40,500	85 83	34,580
STANISLAUS	46,200	80	36,990
SOLANO SONOMA STANISLAUS SUTTER TEHAMA	40,500 46,800 46,200 9,500 7,000	68 70	370 5,180 34,580 38,750 36,990 6,450 4,900
TRINITY		70	1.890
TULARE	43,800	84	1,890 36,936 3,420 43,080
TUOLUMNE	13,800 5,200 48,700	66 88	3,420
TRINITY TULARE TUOLUMNE VENTURA YOLO	17,000 8,700	70	11.850
YUBA	8,700	64	5,550
COLORADO			
	508,100	78	398,340
ADAM8	20,900	92	19,320
ALAMOSA ARAPAHOE	20,900 3,000 26,100	40 87	22 600
ARCHULETA		45	270
ADAMS ALAMOSA ARAPAHOE ARCHULETA BACA	2,600	43	19.320 1,190 22,600 270 1,130
BOULDER	2,300 16,900		14,770
CHAFFEE	2,200	87 57 43	1,250
BEACA BENT BOULDER CHAFFEE CHEYENNE CLEAR CREEK CONEIOS	2,300 16,900 2,200 1,200 1,100	65	1.000 14.770 1.250 510 710
CONEJOS	2,500 1,200	40	990 560
CONTILLA CROWLEY CUSTER	1,200	47 66	560 920
CUSTER DELTA		60	920 240
DELTA	5,500 170,600	54 90	2,960 154,330
DENVER DOLORES DOUGLAS EAGLE	500	46	230
DOUGLAS	1,000	60 53	690 690 650
ELBERT	1,300 1,100	59	650
EL PASO	40,100 5,300	79 60	31,800
GARFIELD	3,800 200	37	3,200 1,410
GILPIN	200 1,200	65 53	130 630
GUNNISON	1,800	39	710
HINSDALE	100 2,900	40 47	40 1,350
JACKSON	700	53	370
ELBERT EL PASO FREMONT GARFIELD GILFIN GBAND GUNNISON HINSDALE HUERFANO JACKSON JEFFERSON	29,000	89	25,890
KIOWA KIT CARSON	900 2.800	43 43	390
LAKE	2,000	57	1,140
KIOWA KIT CARSON LAKE LA PLATA LARIMER	4,800 15,500	46 84	1,190 1,140 2,200 12,980
LAS ANIMAS LINCOLN	8,000	47 59	3,740 1,130 4,120 10,660
LINCOLN	1,900 5,900	59 70	1,130
LOGAN MESA	15,400 200	69	10,660
MINERAL	200	45	90
MOFFAT MONTEZUMA MONTROSE MORGAN	1,900 3,000	46	750 1,370
MONTROSE	4,800 5,900	52 73	2,480 4,290
	8,100	65	5,280
OURAY PARK PHILLIPS PITKIN PROWERS	500 500	52 56	310
PHILIAPS	1,300	44	280 570
PITKIN	500	40 44	200 2,180
PROWERS PUEBLO RIO BLANCO RIO GRANDE ROUTT SAGUACHE SAN JUAN SAN MIGUEL SEDGWICK SUMMIT TELLER WASHINGTON	31,500	79	
RIO BLANCO	1,700	37	630
ROUTT	3,200 2,700	40 40	630 1,270 1,070
SAGUACHE	31,500 1,700 3,200 2,700 1,300	40	320
SAN JUAN SAN MIGUEL	400 700	48 53	196
SEDGWICK	1,600	44	370 710 210
SUMMIT	400 700	53 57	210 400
WASHINGTON WELD	2,400	87	
WELD YUMA	2,400 21,600 3,400	88 44	1,610 19,080 1,500
LUMA	3,400	44	1,500

	TOTAL	rv Hous	EHOLDS
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
CONNECTIC			
PATRIPIPED	692,600	91 91	627,930
FAIRFIELD HARTFORD LITCHFIELD	187,100	91 91	161,030 169,420 31,200
MIDDLESEX	34,400 22,403	91 91	31,200
NEW HAVEN	177,500 187,100 34,400 22,407 184,500	91	20,300 167,720
MIDDLESEX NEW HAVEN NEW LONDON TOLLAND	49,800 15,700 21,200	90 90	44,910 14,180 19,170
WINDHAM	21,200	90	19.170
DELAWARE			
	120,100	90	108,030
KENT NEW CASTLE SUSSEX	17,000 79,300	89 91	15,050 71,830 21,150
SUSSEX	23,800	89	21,150
DIS. OF COL	UMBIA		
	246,800	90	221,500
DIS. OF COL.	246,800	90	221,500
FLORIDA			
FLURIDA	1,226,700	77	946,380
ALACHUA	17,600		10,950
BAKER BAY	17,600 1,400 16,200 2,800	62 76 71 75	1.060
	2,800	75	11,500 2,100 14,690
BROWARD	21,700	68 87	65.089
BRADFORD BROWARD CALHOUN CHARLOTTE CITRUS CLAY	74,400 1,800	56 66	65,088 1,000 1,260 820
CITRUS	1,900 1,600	51	1,260 820
CLAY	4,600	73	3,350
COLLIER COLUMBIA DADE	4,100 5,200	67 58	2,730 3,030
DADE DE SOTO	248,000 2,400 900	88 52	218,490 1,240
DE SOTO DIXIE	900	56	500
DUVAL ESCAMBIA FLAGLER FRANKLIN GADSDEN	118,700 43,300 1,300 1,500	84	99,850
FLAGLER	1,300	78 68	33,740 880
GADSDEN	1,500 8,400	39 51	580 4.310
GILCHRIST		57	
GULF	2,700	57 57 56	1.510
GILCHRIST GLADES GULF HAMILTON HARDEE	700 2,700 3,200 3,400	58 52	400 1.510 1.290 1,760
HARDEE HANDRY HERNANDO HIGHLANDS HILLSBOROUGH HOLMES	1,800	57	1,020 1,290 2,780 87,970 1,380
HERNANDO HIGHLANDS	1,800 2,500 4,900	52 57	1,290
HILLSBOROUGH	103,800	85 49	87,970
HOLMES INDIAN RIVER JACKSON JEFFERSON LAFAYETTE LAKE		55	2,780 4,270
JACKSON JEFFERSON	8,600 2,400 700	50 50	4.270
LAFAYETTE	700	56	1,190
	13,900	67	9,300
LEON LEVY LIBERTY	11,400 15,700 2,600	47	7,550 7,410 1,340
LIBERTY	600	52 37	220
MADISON MANATEE	3,400 15,100	50 75	1,340 220 1,700 11,340 8,180 2,080 10,220 2,990
MANATEE MARION MARTIN MONROE	13,800	59	8,180
MARTIN MONROE	13,800 3,800 14,600 3,900	55 70	10,220
NASSAU	3,900	77 63	2,990
OKEECHOBEE	12,500 1,200 66,600 4,900	63	7,910 760
ORANGE OSCEOLA	66,600	82 63	760 54,700 3,070 47,250
PALM BEACH		82	47,250
NASSAU OKALOOSA OKECHOBEE ORANGE OSCEOLA PALM BEACH PASCO PINELLAS POLK PUTNAM ST. JOHNS ST. JOHNS ST. JUCIE SANTA BOSA SARASOTA SEMINOLE SUMTER SUWANNEE	8,100 95,100 48,300 9,100 9,300	55 81	4,470 77,150 35,390 6,120 6,760
POLK	48,300	73 67	35,390
ST. JOHNS	9,300	73	6,760
ST. LUCIE	8,500	55 63	4.650 3,670 10,720 6.320 1,590
SARASOTA	17,800 10,800	60	10,720
SUMTER	2,900	59 55	1,590
SUWANNEE		58	2.210 1.800 680
UNION	3,600 900	50 76	680
TAYLOR UNION VOLUSIA WAKULLA	33,600 1,200	59 39	19,846
WALTON WASHINGTON	3,700 2,700	49	1,810
WASHINGTON	2,700	44	1,190
GEORGIA			
	998,100	74	743,320
APPLING ATKINSON BACON	3,000 1,709 2,200	49 56 69	1.480 850
BACON BAKER	2,200	69 49	1,510
BALDWIN	1,100 5,600	56 56	3,120

1,220 2,290 1,830 1,670 1,230

1,240 490 1,130 1,130 1,130 1,130 35,480 490 2,200 1,280 35,480 1,280 1,

790 8,900 1,270 1,830 1,140 2,110

21,920 520 9,690 1,060 1,140 5,250 840 3,410 9,070

1,260 480 12,740 1,310 2,390 160 1,470 400 2,390 1,480 1,720 1,520 1,950 1,610 1,960 2,140 7,190 4,370 760 670 1,810 1,410

550 1,230 2,340 490 4,500

corgia (continued)

BANKS BARROW BARTOW BEN HILL BERRIEN BIBB BLECKLEY BRANTLEY BROOKS	I,400 3,400 7,000 3,800	70 71 86	980 2,410 6,020	OGLETHORPE PAULDING	TOTAL HOUSEHOLDS 2,100 2,700	PER CENY N
BARROW BARTOW BEN HILL BERRIEN BIBE	3,400 7,000 3,800	71 86	2 410	PATEDING	2.700	58
BEN HILL BERRIEN BIBB	7,000 3,800	86				
BIBB	3,000	49	1,880	PEACH PICKENS	3,000 3,100	61 80
	3,000	50	1,510	PIERCE	2,400	51
BRANTLEY	39,800 2,100	74 60	29,560 1,270	PIKE POLK	1,800 8,200	69 85
	1,400	51 41	720 1.470	PULASKI PUTNAM	2 000 I.600	61 56
BRYAN	1,400	58	810	QUITMAN	700	57
BULLOCH BURKE	5,600 5,400	54 54	3.030 2,900	RABUN	1,70e 2,80e	66 56
BUTTS	2,200 2,000	77 50		RANDOLPH RICHMOND	44.600	80
BUTTS CALHOUN CAMDEN	2,000 2,400	50 67	1,000	ROCKDALE SCHLEY	2,200 800	84 61
CANDLER	1,800	53	950	SCREVEN	4,100	54
CARROLL CATOOSA	8,500 4,500	84 76	7,140 3,440	SEMINOLE SPALDING	1,900 8,800	46 89
CHARLTON CHATHAM	1,100 51,300	67 83	740 42 640	STEPHENS	4,900 2,100	67 61
CHATTAHOOCHEE	1.800	69	1,250	SUMTER	6.200	58
CHATOOGA CHEROKEE	5,400 5,200	75 80	4,030 4,140	TALBOT TALIAFERRO	I,800 900	67 68
CLARKE	11,200 1,300	72 56	8,030 730	TATFNALL TAYLOR	3,400 2,100	52 61
CLAYTON	8,100	88	7,130	TELFAIR TERRELL	2,600 2,900	50
CLINCH COBB	1,500 23,200	54 90	810 23.570	THOMAS	2,900 9,200	59 57
COFFEE	6.190 9,300	50 57	3,070	TIFT	6.600	51
			5,340	TOOMBS	1,200	52
COLUMBIA COOK	2,200 2,900	75 41	1,650	TREUTLEN	I.400	57 48
COWETA	7,800	72 62	5,620	TROUP	14,300	77 58
CRISP	4,800	61	2,910	TWIGGS	1,700	52
DADE DAWSON	1,700 700	75 79	1,270 550	UNION UPSON	1,700 7,000	57 67
DECATUR DE KALB	7,700 56,200	46 89	3,560 49,980	WALKER WALTON	11,800 4,900	75 68
DODGE	3,800	6I	2.310	WARE	9,000	71
DOOLY	3,100	61	1,880	WARREN	2,900	67 52
DOUGHERTY	16,200 3,100	73 85	11,750 2 638	WASHINGTON WAYNE	4,600 3,500	50
EARLY ECHOLS	4,000	46 51	1,850	WEBSTER WHEELER	800 I,100	61 50
EFFINGHAM	2,200	54	1,190	WHITE	1,400	56
ELBERT EMANUEL	4,300 4,200	70 48	3,020 2,800	WHITFIELD	10,300 2,100	86 60
EVANS FANNIN	I,400 3,500	58 57	810 2.000	WILKES WILKINSON	2,700 2,200	68 52
FAYETTE	1,900	88 78	1,680	WORTH	4,200	50
PLOYD	18,700 2,700	78 79	14,540	IDAHO		
FORSYTH FRANKLIN FULTON	3.100	70	2,160		182,600	72
GHAIER	158,400	88 76	140,120	ADA ADAM8 BANNOCK	25,400 900	86 58 77
GLASCOCK GLYNN	600	67	400 7,740 3,590	BANNOCK BEAR LAKE	12,600 1,700	77 62
GORDON	11,100 4,700	70 76	3,590	BEAR LAKE BENEWAH	1,400	81
GRADY GREENE	4,600 2,900	46 58	2,120	BINGHAM	7,000 1,400	75 60
GWINNETT	8,500	76	6.470	BOISE	600	63
HABERSHAM HALL HANCOCK	4,200 12,000	66 88	6.470 2.780 10.600	BONNER BONNEVILLE	4.300 10,800	79 84
	2,100	56	1,170	BOUNDARY	1,600	79 60
HARALSON HARRIS	3,700 2,700	85 67	3.140	CAMAS	300	60
HART HEARD	3,200	71	2,260 1,090	CAMAS CANYON CARIBOU	17,900 2,100	7I 62
HEARD HENRY	1,500 3,800	73 83	3,170	CASSIA	3,900	61
HOUSTON IRWIN	7,600 2,300	74 50	5,590 1,150	CLARK CLEARWATER	2000 2,100	80 70
JACKSON JASPER	4,300	71	3,050	CUSTER ELMORE	900 3,300	44 72
JEFF DAVIS	1,600 2,400	69 49	1,110	FRANKLIN	2,400	
JEFFERSON	4,200 2 300	66 54	2.780 1,240	FREMONT	2,200	62 78 63
JENKINS JOHNSON	2.200	52	1,140	GOODING	3,200	61
JONES LAMAR	1,600 2,400	56 77	890 1,840	IDAHO JEFFERSON	3,100	52 78
LANIER	1.300	54	700	JEROME	3,500	61
LAURENS LEE	7,700 1,400	67 58	5,160 810	JEROME KOOTENAI LATAH	8,800 6,900	82 63
LIBERTY	2,200 1.300	58 68	1,280	LEMHI	1,800	43
LONG	900	50	450	LEWIS LINCOLN MADISON	1,200 1,100	63 61
	13,200 1,500	54 57	7,190 850	MADISON MINIDOKA	2.300	79 61
LUMPKIN MC DUPFIE MC INTOSH	3.000	75	2.240	MINIDOKA NEZ PERCE	2,300 7,500	63
MACON	1,600	58 61	930	ONEIDA OWYHEE	900 I.700	6I 72
MADISON MARION	2,600	70	1,810	PAYETTE POWER	I.700 3,700 800	63 61
MERIWETHER	1,400 5,100	61 69	850 3,510	SHOSHONE	800 6,700	61 67
MITCHELL	2,000 5,200	46	920	TETON TWIN FALLS	700 13,900	79 63
MONROE	2 500	46 77 48	1,920	VALLEY WASHINGTON	1,100 2,700	58
MONTGOMERY	1,600 2,500 2,500	48 69	770 1,720		2,700	63
MORGAN				ILLINOIS		
MORGAN MURRAY		76	1,910	122111013	2 002 900	00 0
MORGAN MURRAY MUSCOGEE NEWTON OCONEE	2,500 41,600 5,000 1,600	88 84 69	36,550 4,180 1,110	ADAMS ALEXANDER	2,992,800 21,300 6,700	90 2,6 90

TATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS	SEHOLDS
	4.100	89	3,630
OND	5.400	81	4.390
OND OONE ROWN UREAU	2,100	87	4,390 1,820 11,870
UREAU	5,400 2,100 13,400 2,000	89 87	1,740
ALHOUN			
ARROLL ASS HAMPAIGN HRISTIAN LARK	6,200	85	5,290
ASS HAMPAICN	4,000 33,400 12,500 5,500	87 89	5,290 3,460 29,650 10,880 4,490
HRISTIAN	12,500	87	10,880
LARK	5,500	82	4,490
	5,700	71	4.070
LAY LINTON OLES OOK	6,400	89	4,070 5,680 11,300 1,420,220
OLES	13,500	84 92	11,300
RAWFORD	5,790 6,400 13,500 1,550,600 6,800	82	5,570
UMBERLAND		81	9 990
E KALR	2,800 16,200 5,600 5,500	91 84	14,680
E KALB E WITT OUGLAS	5,600	84 82	4,680
OUGLAS U PAGE	5,500 73,600	92 92	2,280 14,680 4,680 4,510 67,430
C THOS			
DGAR DWARDS FFINGHAM AYETTE ORD	7,700 2,800 6,600 7,100	82	6.310 2.050 5.460 5.870 4,270
FFINGHAM	6,600	73 83	5,460
AYETTE	7,100	83	5,870
ORD	4,500	87	
RANKLIN ULTON ALLATIN REENE BUNDY	14,600 15,800 2,200 6,000 7,600	77	11,300 14,010 1,570 5,190 6,810
ULTON	15,800	89 71	14,010
REENE	6,000	87	5,190
RUNDY	7,600	90	6,810
AMILTON IANCOCK IARDIN	3,600 8,900	71 84	2,550 7,480 1,460 2,130 14,440
ARDIN	2,000	84 73 89	1,460
	2,400 15,700	89	2,130
ENRY BOQUOIS ACKSON ASPER EFFERSON ERSEY O DAVIESS DINSON ANE ANKAKEE ENDALL NOX AKE A SALLE AWRENCE EE  LUINGSTON	15,700	92	14,440
ROQUOIS	10,300 12,700 4,200 11,500 4,600	83 84	8,520 10,700 3,440 9,220 3,980
ASPER	4,200	82	3,440
EFFERSON	11,500	80 87	9,220
ERSEY	2,600	85	5 540
O DAVIESS OHNSON	6,500 2,500 51,500	7.5	1,870
ANE	51,500	93 91	47,700
ANKAKEE	22,100	91 90	5,540 1,870 47,700 20,070 3,500
NOX	18,800 72,100 32,100 6,200 10,300	90	17,000 67,700 26,630 4,810 8,650
AKE	72,400	94	67,788
A SALLE	32,400	82 78	26,630
EE	10,300	84	8,650
IVINGSTON OGAN IC DONOUGH IC HENRY IC LEAN	11.300 8,600	83	9,400 7,700 8,070 17,110 23,530
OGAN	8,600	90	7,700
IC HENRY	9,600 18,800	84 91	17,110
IC LEAN	28,100	84	23,530
LACON	36,100 14,000	88 89	31,690 12,410 61,180 11,740 3,470
IADISON	68,000	90	61,180
IARION	68,000 13,400 4,200	88	11,740
IC LEAN LACON LACOVIPIN LADISON LADISON LARION LARSHALL LASON LASSAC LENARD LERCER LONGOE LONGUERY	4,200	83	4 160
IASSAC	5,200 5,900	74 80	4,160 4,390 2,160 5,140
ENARD	5,900 2,700 5,800	80	2,160
IERCER IONBOE		89 90	
ONTGOMERY	10.000	83	8,330
ORGAN	10,400	85	8,820
OULTRIE	4,200	83	3,490
EORIA	59,900	84 91	8,330 8,820 3,490 9,190 54,340
ERRY	10,000 10,400 4,290 11,000 59,900	83	5,140 3,680 5,870 1,120 2,940
TATT	4,400 6,800	84 86	3,680
OPE		75 77	1,120
ULASKI	3,800		2.940
UTNAM	1,500 3,800 1,200 8,500 5,800	83 90	990 7,660 4,230 42,920 66,410
ANDOLPH	8,100 5,800	73	4,230
OCK ISLAND	46,600 72,700	92	42,920
T. CLAIR	72,700	91	66,410
NONDO STROMERY NONDO	9,200 45,600	83 86	7,660 39,180 2,500 1,810 6,480
CHUYLER	45,600 2,900	86	2,500
COTT	2,100 7,800	86 83	6.480
TARK	2 400	83	1 990
TEPHENSON	2,400 15,400 27,400 5,400 29,500	90	1,990
AZEWELL	27,400	92 77	25,160
ERMILION	29,500	77 85	25,160 4,180 24,940
VABASH	4,500 8,200	78	3,490 7,250 3,640 4,280
VARREN	8,200	88	7,250
VAYNE	4,400 6,000	83 71 71	4,280
THITE	4,400 6,000 6,400	71	
THITESIDE	16,900	91	15,460 43,190 12,890 52,240 5,710
VILL VILLIAMSON VINNEBAGO VOODFORD	47,400 15,800	91 82	43,190 12,890
VINNEBAGO	58,600 6,900	89	52,240
VOODFORD	6,900	83	5,710
(SET COL	UNT CONTINU	ES PACE	

PENNSYLVANIA'S

# MIGHTY MILLION'S MARKET

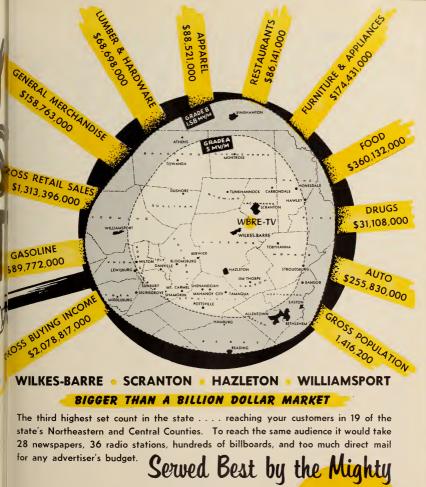
AN NBC BASIC BUY

### Counties Covered

- LUZERNE
- LACKAWANNA
- LYCOMING
- COLUMBIA
- SCHUYLKILL
- MONROE
- WAYNE
- WYOMING
- SULLIVAN
- SUSQUEHANNA
- BRADFORD
- UNION
- LEHIGH
- SNYDER
- MONTOUR
- CARBON
- CLINTON



National Representative : The Headley-Reed Co.



There's more to WBRE-TV's sales-producing story . . . GET ALL THE FACTS BEFORE YOU BUY!

# WBRE-TV Ch.

WILKES-BARRE, PENNA.



(Continued

STATE & COUNTY	TOTAL HOUSEHOLOS	TV HO	USEHOLDS IT NUMBER	STATE & COUNTY H	TOTAL		SEHOLDS
INDIANA				BENTON	7,000	93	8,510
	1.376,000	89	1.223.380	BLACK HAWK BOONE	35,500	95 89	33.690
ADAMS	6,700	86	5,750	RREMER	7,900 5,000	89	7.070 4.730
ALLEN RARTHOLOMEW	69,300	91	62,870 12,420	BUCHANAN	5,900	95	5.600
BENTON	3,300	87	2.880	BUENA VISTA BUTLER	7,100 5,300	77	5,440
BLACKFORD	4,300	80.	3,450	CALHOUN	5,300 5,100	83 74	4,410 3,750
ROONE	8,800	91	8,010	CARROLL	6,400	91	5,830
BROWN	1,600 5,300	83 83	1,320 4,380	CASS	6,100	93	5,660
CARROLL CASS	13,100 17,500	90	10.890	CEDAR CERRO GORDO	5,600 16,300	96 95	5,370
CLARK		91	15,840	CHEROKEE	5.100	92	15,420 4,670 3,230
CLAY	8,200 10,500	81 89	6,650 9,380	CHICKASAW	5,100 4,300	7.5	3,230
CRAWFORD DAVIESS	2 400	81	1,940	CLARKE	3,000 6,200	63 71	1,890
DAVIESS	8,200	82	6,720	CLAY CLAYTON CLINTON	6 200	71	4,410
DEARRORN	8,300 5,700	91	7,590 4,980	CLINTON	17,200 5,400 7,300	96	4,400 16,560
DECATUR DEKALB	5,700 9,000	87 90	4,980 8,060	CRAWFORD DALLAS	5,400	91 90	4,920 6,750
DELAWARE DUBOIS	33 900	90	30.480	DAGLAS	2,900	78	2,250
DUB018	7,000 30,800	79 84	5,540 26,020	DAVIS DECATUR DELAWARE DES MOINES DICKINSON	3.600	68	2.460
ELKHART		86	6.830	DELAWARE	5,000	9.5	4,760
FAYETTE FLOYD	7,900	91	14.830	DES MOINES	15.30e 3,90e	9.5 7.1	14,470 2,770
FLOYD FOUNTAIN FRANKLIN	6,000	86	5,160	DUBUQUE		91	
FRANKLIN FULTON	4,700 5,100	86 86	4,060 4,410	EMMET	20,700 4,200	64	18,870 2,680
GIBSON		86		FAVETTE FLOYD	7,900	77	6,110
GRANT	10.200 22.700	90	8,360 20,420	FLOYD FRANKLIN	7,100 5,000	75 85	5.330 4.270
GREENE HAMILTON	8,800	89	7,840 9,500	PREMONT	3,200	93	2.960
HAMILTON HANCOCK	10,400 8,000	91 90	9,500 7,200	GREENE GRUNDY	4,600	89	4,110
HARRISON	5,300	83	4,400	GRUNDY GUTHRIE	4.100 4.100	8.8 90	3,620 3,690
HENDRICKS	10,400	89	9,210	HAMILTON	6,500	94	6,130
HENRY HOWARD	15,600 19,600	86 91	13,460	HANCOCK	4.100	80	3,280
HUNTINGTON	19,600	83	9,100	HARDIN	7,300 5,300	94	6.880
JACKSON	9,000	83	7,440	HARRISON HENRY	5,300 5,500	96 79	5,070 4,330
JASPER	5.300 7.400	8.8	4,640 5,950	HOWARD	3,800	68	2,580
JAY JEFFERSON	7,400	80 89	5,950 5,950	HUMBOLDT	3,800	69	2,630 2.920
JENNINGS	6,700 4,600	88	4.050	IDA	3,200	91	2.920
JOHNSON .	11,690	89	10.360	IOWA JACKSON	4,700 5,500	81 90	3,790 4,970
KNOX	13.500	90	12,190	JASPER	10,000	95	9,480
KOSCIUSKO LAGRANGE	12,100	84 82	10.210	JEFFERSON	5,600	79	4,400
LAKE	4,400 137,800	92	126,220	JOHNSON JONES	13,400	81 90	10,910
LA PORTE LAWRENCE	26,900	91	24,400	KEOKUK	5,600 5,400	81	4,350
LAWRENCE MADISON	11,200	90 92	10,080	KOSSUTH	7,500	69	5,210
MARION	302,900	92	186,890	LEE	13,300	78	10,390
MARSHALL	9,700	86	8,380	LINN LOUISA	39,500 3,200	96 81	37,880 2 580
MARTIN	3,200	82	2,620	LUCAS	3,400	63	2.150
MIAMI MONROE	10,800 15,000	81 90	8,720 13,510	LYON	4.100	91	3,730
MONTGOMERY	10,200	91	9,240	MADISON	3,90e 7,900	89 75	3.460 5.930
MORGAN	10,100	91	9.180	MARION	7.200	93	6,710
NEWTON NOBLE	3,400 8,500	87 90	2,970 7,620	MARSHALL.	11.700 3 300	94	10 990
OHIO	1.100	92	1,010	MILLS	3 300	90	2,980
ORANGE	5.100	80	4,090 3,030	MITCHELL MONONA	4,800	82 96	3,290 4,600
OWEN PARKE	3,400	89 85	3,030 4,000	MONROE MONTGOMERY	2 200	69	2.010
PERRY	4,700 5,300	80	4,000	MONTGOMERY	5,100	90 96	4,610
PIKE PORTER	4.400 14.800	79	3,490 13,630	MUSCATINE	10,500 5,900	96 78	4,580
PORTER	14,800 5,900	92 87	13,630	OSCEOLA	2,900	78	2,250
PULASKI	3,900	86	5,140 3,360	OSCEOLA PAGE PALO ALTO PLYMOUTH	2,900 7,400	78 92	2.250 6.830
PUTNAM	7,700 9,400	81	6,250 8,360	PALO ALTO PLYMOUTH	4,000 7,200	64 91	2,540 6,550
PUTNAM RANDOLPH	9,400	89	8.360	POCAHANTAS	4.200	68	
RIPLEY	6,400 6,400	88 88	5,630 5,600	POLK	83.500	95	2,840 79,660
	71,700	91	65,250	POTTAWATTAMIE POWESHIEK	22,300	94 75	20,960 4,200
SCOTT	4,600	89	4.080	POWESHIEK RINGGOLD	5,600 2,800	77	2,160
SHELBY	10,400	90	9,370		5.200	77	3.980
SPENCER STARKE	4,500 5,700	79 86	3,560 4,920	SAC SCOTT	35,600	96	34,280
STRUBEN	5,200	82	4.240	SHELBY	4,400 6,800	93 91	4,110 6,190
SULLIVAN SWITZERLAND	6,800	84	5.720	STORY	13,400	94	12,580
SWITZERLAND TIPPECANOE	3,200 24,500	92 85	2,020 20,780	TAMA	6.500	88	5,720
TIPTON	4,900	85 85	4,160	TAYLOR UNION	3,800 5,700	77 75	
UNION	1.700	87	1.480	VAN BUREN	5,700 3,500	75	4,270 2,710 12,740
VANDERBURGH VERMILLION	57,106 5,800	87 85	49,450 4,940 31,600	VAN BUREN WAPELLO	16,400	77 78	12,740
VIGO	5,800 31,600	85 91	4,940 31,600	WARREN WASHINGTON	5,300	89	4.710
WABASH	9,800	80	7,860	WASHINGTON	6,300	81 68	5,090
WARREN	2,600	86	2,230	WAYNE WEBSTER	3,700 13,890	96	2,530 13,180
WARRICK	7,400 5,300	79	5.870 4.400	WINNEBAGO	3,800	80	3,040
WASHINGTON WAYNE	23,400	87	20,470	WINNESHIEK	6,400	68	4,360
WELLS	6,300	86	5,400	WOODBURY	36,000	96 83	34,540 2,640
WHITE	6,000	83	4,960	WRIGHT	6,200	86	5,310
WHITLEY	6,600	90	5,920	KANSAS			
IOWA				MATTONO	673,400	79	530,800
	834,000	88	734,600	ALLEN	5,400	08	3,670
ADAIR	3,600		2,700	ALLEN ANDERSON		61	
A TA A NEW	2,100 4,500	75 75 71	1,810	ATCHISON BARBER	6,400 2,800	86 7.2	5.480 2.020
ALLAMAKEE APPANOOSE AUDUBON	4,500 N 000	71	3,210 4,190	BARTON	10,800	93	9,990
	3.400	93		BOURBON	5.000		

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS	EHOLDS NUMBER
DROW'S	4,900	75	7 COO
BROWN BUTLER CHASE CHAUTAUQUA	12,400	81	3,690 10,030 990
CHASE CHAUTAUQUA	12,400 1,400 2,100	71 60	1,250
CHEROKEE		70 40	5.340
CHEYENNE	1,400 1,100 3,600		560 660
CLAY	3,600	61 54	2,190
COFFEY	4,900 2,600	61	1,590
COMANCHE	1,000	73	730
CRAWFORD	1,000 12,400 14,000 2,000	61 73 76 77 55	10.710
CHARTAUQUA CHENOREE CHEYENNE CLAY CLOUD COPFEY COMANCHE COWLEY CRAWFORD DICKINSON DOUGLAS EDWARDS ELK ELLIS	7 300	55 85	2,190 2,650 1,590 730 9,480 10,710 1,090 3,980 2,820 7,110 1,410
DONIPHAN	7,300 3,300	85	2,820
EDWARDS	9,700 1,800 1,900	73 78	1,410
ELLIS	1,900	59 70	1,130
ELLSWORTH	5,200 2,600	64 52	1,670
ELLIS ELLISWORTH FINNEY FORD FRANKLIN	4,360 6,300	60	3.630 1,670 2,240 3.810 5,250
FRANKLIN	6,600 7,100	55	5,250 3,870
GOVE		49	490 700
GRAHAM GRANT	1,300 1,400 1,200	54 43	700 600
GRAY	1,200	61	600 730
GREELEY GREENWOOD	600 3,700	42 72	250 2,670
HAMILTON	800 3,000	35	280
FRANKLIN GOAR GOAR GOAR GOAR GHANT GHAN GHAN GHAN GHAN HAPPEN HARPEN HAR	7.800	35 72 79	
HASKELL HODGEMAN	700 900	43 78	300 700
JACKSON IEEEEEE	3,300 3,600	78 75 75	2,490
IEWELL	2,600	54	300 700 2,490 2,700 1,410
JOHNSON KEARNY	40,200 900	94 43	37,720
KINGMAN	3.300	72 72 72 63	2,380
LABETTE	1,400 9,400	63	37,720 390 2,380 1,010 5,960
LANE	900 11,200	49	440 10,580 1,230 2,260 430
LINCOLN	1,900	94 65 78	1,230
LINN LOGAN	2,900 1,100	78 39	2,260 430
LOGAN LYON MARHERSON MARHON MARSHALL ME UPE MIAMI MITCHELL MONTGOMERY MORRIS MORRON NEMALIA	7,800 7,500 5,000 5,300	62	4.870 5.750 3.570 3.090 970
MARION	5,000	77 71 58	3,570
MARSHALL MEADE		58 61	3,090 970
MAMI	6,200	78	4,810
MONTGOMERY	16,700	54 75 71	12,530
MORRIS MORTON	6,200 2,800 16,700 2,500 1,000	71 35	4,810 1,510 12,530 1,780 350
NEMAHA		75 70	3,010
NESS	1,700	48	820
NEMAHA NEOSHO NESS NORTON OSAGE	6,600 1,700 2,700 4,400	54 80	3,010 4,650 820 1,460 3,500
OSAGE OSRORNE OTTAWA PAWNEE PHILLIPS POTTAWATOMIE PRATT RAWLINS RENO REPUBLIC RICE	2,400 2,300	58 64	1,400 1,480 2,190 1,990 2,170
PAWNEE	2,800	78	2,190
PHILLIPS POTTAWATOMIE	2,800 3,400 3,700	59 59	2,170
PRATT	3,900 1,500 19,600 3,500	72 39	2,820
RENO	19,600	93	2,820 590 18,280 2,130
REPUBLIC RICE	3,500 4,700	61 77	3,610
RILEY	7.100 3,000	61	4.330 1.760 1,400 2,650 10,540
RUSH	2.000	59 70	1,400
RUSSELL SALINE	3,800 14,200	70 74	2,650 10,540
SCOTT	2,000 3,800 11,200 1,300 106,400 3,900	48	98,886 1,670 39,310
SEWARD	3,900	93 43	1,670
RICE RILEY ROOKS RUSH RUSSELL SALINE SCOTT SEDGWICK SEWARD SHAWNEE SHERIDAN	42,100 1.100	93 54	39,310 590
SHERMAN	1,100 1,100 1,800 2,600	41	740
SMITH STAFFORD	2,300 2,300 600	58 78 35	1,520 1,790 210
SHERMAN SMITH STAFFORD STANTON STEVENS	600 1,200	35	420
SUMNER	¥ 900	72 39	6,410 860 740
TREGO	1,500	49	740
SUMNER THOMAS TREGO WABAUNSEE WALLACE	2,200 1,500 2,200 700	63 41	1,380
WASHINGTON	3,700	01 40	2 250
WILSON	700 4,700	7.0	3,310
WASHINGTON WICHITA WILSON WOODSON WYANDOTTE	2,000 62,:00	61 94	280 3,310 1,220 59,340
KENTUCKY			
	831,500 3,500	70 57	584,090 1,980
ADAIR (SET COL	3,500 INT CONTINU	57 ES PAGE 5	



### How important sponsors insure their ratings

They advertise their programs in TV Guide, the magazine that  $6\frac{1}{2}$  million TV families turn to for the shows they tune to. This audience alone is the equivalent of a 16 rating.

Moreover, TV Guide's 51 regional editions enable you to coordinate your schedule with your station lineup . . and you can position your ads for maximum exposure at any hour of any day.

Listed here are some of the blue-chip advertisers now using TV Guide's rating insurance. If you've overlooked this vital element in your fall promotion plans, get in touch with your TV Guide representative right away.

#### TV GUIDE MAGAZINE CURRENT PROGRAM ADVERTISERS

Aluminum Company of America American Broadcasting Co. American Elegibane & Telegraph Co. Armstrong Cork Co. Columba Broadcasting System, Inc. Du Pont, E. I. de Nemourus & Co. (Inc.) Estiman Koda Ko. Estiman Koda Ko. General Electric Co. General Electric Co. General Electric Co. General Foot Storp. Hallmark Cards, Inc. Johnson, S. C. & Son, Inc. (Johnson's Wax) Kajaser Aluminum & Chemical Corp.

Kralt Foods
Oldsmobile Division,
General Motors Corp,
Prudential Insurance Company
of America
Quaker Oats Co.
Radio Corp, of America
Scott Paper Co.
U.S. Steel Corp.
Warner-Lambert Pharmaceutical Co., Inc. (Listerine)
Westclox—Div. of General Time Corp.
Westinghouse Electric Corp.

### A WEEKLY MAGAZINE ... A DAILY HABIT



**FIRST CHOICE** 

In its time period in

X WASHINGTON . . 22.5

⊠ CHICAGO . . . . 20.5

■ LOS ANGELES . . 22.1
 ■ ARB 4/58

ST. LOUIS .... 25.4

□ DETROIT . . . . 22.9
 □ ARB 4/58

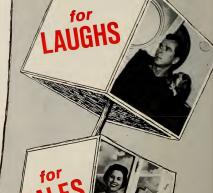
□ CLEVELAND . . 23.0

NEW ORLEANS 40.3
 NEW ORLEANS 40.3

MOUSTON . . 26.0

MINNEADO

ACKIE COOP



THE
PEOPLE'S
CHOICE



CLE

Heaven's

-a talking dog,

Produced by IRVING BRECHER: Written by ALLAN LIPSCOTT a

# THE RECORD



3 great years on network



Huge, growing weekly audiences 1st year - over 7 million homes 2nd year - over 71/2 million homes 3rd year - over 9 million homes



Sponsored for three years by The Borden Company ... co-sponsored second year by Procter & Gamble . . . co-sponsored third year by American Home Foods



Get on the bandwagon for 104 hilarious half-hours of The People's Choice - now finally available for local and regional sponsorship.

It's exactly what the sers viewers want, as national and local ratings proudly proclaim.

It's exactly what advertisers are looking for: a show that reaches and sells the whole family. ARB Nationals from October '55 through May '58 tally 253 viewers per 100 sets for The People's Choice -30% Men, 41% Women, 29% Children

This is the winning candidate vou've been waiting for a long, long time. Be sure to vote early - and often.

ABC FILM SYNDICATION 1501 Broadway New York 36 Lackawanna 4-5050

Kentucky (continued)

(continued)	TOTAL HOUSEHOLDS	TV HOUSE	HOLDS
TATE & COUNTY			
LLEN	3,100	51	1,830
NDERSON	2,400 1,100		1.640 2.240
ALLARD	2,400 1,100 8,400	54	4,530
ATH	2,500 8,700 9.500	47 58	1.170
EELL BOONE BOURBON BOYD	8,700	58 88	5,020 4,830
BOURBON	1,900 15 500	61	3,000 14,130
BOYD	15.500	91	14,130
BOYLE	7 700 2,200	90	3,260 1,770 1,570 2,820
BREATHITT		45 74 89	1,570
BRECKINRIDGE	3,800	74	2,820 3.730
BOYD BOYLE BRACKEN BREATHITT BRECKINRIDGE BULLATT BUTLER CALDWELL CAMPBELL CARLISLE CARLISLE	1.240	5T	1.120
ALDWELL	2 200 3,500	4.5	1.120 1.560 2.970
ALLOWAY	5,800	51 92	2.970
ARLISLE	5,800 28,000 1,700 2,700 1,800 3,600 17,400 5,300	55	25,740 930
ARROLL PARTER CASEY CHRISTIAN	2,700	8.8	2,370
CARTER	1,800 2,600	80 53	3.820
CHRISTIAN	17,400	64	1,910 11,140 2,500
	5,300 3,700	47	2,500
CLAY	3,700	37	1,360
CHINTON	2,700	37 45	1,210
CLAY CLINTON CRITTENDEN CUMBERLAND DAVIESS	2,000 2,700 2,500 19,900	51 74	730 1,210 1,280 14,780
DAVIESS	19,986	74	14.780
	1,700 1,300 3,100 34,900	79	1.030
ESTILL	3.100	37 62	1,160
ELLIOTT ESTILL FAYETTE FLEMING	34,900 2,500	62 38	1,450
PLOYD		7.5	6.990
FRANKLIN	9,300 8,200	70 51	5.700 1,590
FULTON	3,100 1,000	51 88	880
FLOYD FRANKLIN FULTON GALLATIN GARRARD	2,900	59	1.710
GRANT GRAVES GRAYSON GREEN GREENUP	2,800	88	2,460 5,470 2,320 1,700 5,490
GRAVES	10,960 4,360 3,660	50 54	2.320
GREEN	3,000	57	1,700
GREENUP		80	5,490
HANCOCK HARDIN HARLAN HARRISON	1,400 13,900 14,100 4,200 3,800	74 81	1,030 11,260 8,760 2,950
HARDIN	14,100	62	8.760
HARRISON	4.200	62 70 54	2,950 2,050
	3,800	- 04	2,050
HENDERSON HENRY HICKMAN HOPKINS JACKSON	11,400 2,900	71 72 55	8,100 2,100 1,090 6,540 970
HICKMAN		55 54	1.090
HOPKINS	12,100 2,700	36	970
JEFFERSON JESSAMINE JOHNSON KENTON KNOTT	178 300	91	162,750 2,130 3,190 37,890 1,390
JESSAMINE	3,600 4,700 40,300	59 68	2,130
JOHNSON E ENTRON	4,700	94	37.890
KNOTT		45	1,390
KNOX	6,100	47 56	2,850
LARUE LAUREL	6,200	36	2,220
LAWRENCE	6,100 2,700 6,200 3,100	68	2,850 1,520 2,220 2,100 750
KNOX LARUE LAUREL LAWRENCE LEE		42	750
	2,900 6,500	50	1,070
LEWIS	6,500 2,800	58 53	3,240 1,630 2,331
LETCHER LEWIS LINCOLIN LIVINGSTON	4,400 I,800	53 49	2,330
LIVINGSTON	1,800	66	3.74
LYON	5,700 1,600	51 59	13,03
McCRACKEN	22,100 2,000	59 47	13,03
LOGAN LYON McCRACKEN McCREARY McLEAN	2,900 2,500	5T	1,36
	9.100	47 45	4,24
MAGOFFIN	2,100 3,800	45 68	95 2,60
MARSHALL	5.600	55	3,07 1,23
MAGOFFIN MARION MARSHALL MARTIN	1,800	68	1,23
MASON MEADE MENIFEE	5.500 2,000	80 75	4,42 1,49
MENIFEE	700	39	2,55
MERCER METCALFE	1.300	59	2,55
	2,290 3,000	51_	1,13
MONROE MONTGOMERY MORGAN MUHLENBERG NELSON	2 (00	47 42	1,53 1,23 1,09
MORGAN	2,600 7,600 1,900	42 56	1.09
MUHLENBERG	1,600	56 80	4.25
VICTOLAS	2 000	62	1,23
NICHOLAS OHIO	2 000 1,700 3,000	50	2,3
OLDHAM	2,600	50 72 70	2,13
OLDHAM OWEN OWSLEY	1,100	36	- 5
	2.900	80	2.3
PERRY PIKE POWELL PULASKI	15,600 1,500 1,500 5,600		4,11
PIKE	15,600	328	9,89
PULASKI	5 680	4.8	4,05
ROBERTSON	500	N0 56	44
ROBERTSON ROCKCASTLE ROWAN RUSSELL	2,700 2,500 2,000	58	1,4: 1,3:

STATE & COUNTY HO	TOTAL	TV HOUSI PER CENT	NUMBER
SCOTT	3,900	70	2,740
	5,300 2,800	72 66	3,820 1,840
RHELBY BIMPSON RPENCER FAYLOR FODD	2,800 1,500	66 89	1,840
CAYLOR	4,100	57	1,330
PODD	4,100 3,300	66	2,170
PRIGG PRIMBLE UNION	2,200 1,400	51	1,130 1,010 1,990
TRIMBLE	1,460	72 49	1,010
	4,100 13,000	63 69	8,170 1,990
WASHINGTON WAYNE WEBSTER WHITLEY WOLFE	2,900		1,990
WAYNE	3,500 4,500	37 48	1,290 2,180 3,020 620
WEBSTER	6,400 1,500	47 41	3,020
WOLFE	1,500	41	620 2,180
WOODFORD	3,100	70	2,180
LOUISIANA	845,400	75	630.570
ACADIA	13.000	59	7,690 3,270 3,790 2,210 6,360
ALLEN	5,500 6,000	59 63	3,270
ALLEN ASCENSION ASSUMPTION AVOYELLES	3,900	57	2,210
AVOYELLES	10,500	6I	6.360
BEAUREGARD BIENVILLE BOSSIER	5,700 4,300	59	3.390 2,470 10,220 51,160 26,520
BIENVILLE	13 400	57 76 83	10,226
CADDO	13,400 61,700 36,800	83	51,160
CALCASIEU	36,800	72	26,520
CALDWELL	2,700	62	1,68
CATAHOULA	2,700	61 57	794 1,550
BOSSIÉR CADDO CALCASIEU CALDWELL CAMERON CATAHOULA CLAIBORNE CONCORDIA	2,700 1,300 2,700 6,100 3,700	58	3,511
CONCORDIA	3,700	57	2,121
DE SOTO E BATON ROUGE EAST CARROLL E FELICIANA EVANGELINE	64,700	82	3,97 52,75 2,49 1,90
EAST CARROLL	3,900	64	2,49
E FELICIANA EVANGELINE	3,400 8,800	56 58	1,90 5,06
FRANKLIN	7,100 3,400 11,500 6,900 3,600 47,100 8,000	65	4.61
FRANKLIN GRANT IBERIA 1BERVILLE JACKSON	3,400	65	2,20 7,52
IBERTA IBERTILLE	11,500	65 58	7,52
JACKSON	3,600	58 65	4,83 2,34
IEFFERSON	47,100	85	39,86 4,81 12,63 8,85
JEFF DAVIS	8,000	60	4,81
LAFAYETTE	18,600	68 78	12,63
JACKSON JEFFERSON JEFF DAVIS LAFAYETTE LAFOURCHE LA SALLE LINCOLN LIVINGSTON MANISON	18,600 11,400 3,900	62	2,43
LINCOLN	6,900 5,700	6I	4.18 3.61
LIVINGSTON	5,700	63 64	3.6
MOREHOUSE	4,400 9,900	62	6.11
MADISON MOREHOUSE NATCHITOCHES		62	5.74
ORLEANS	193,300	85 76 79 56	164,3
PLAQUEMINES	25,600 3,700	79	2.9
ORLEANS OUACHITA PLAQUEMINES POINTE COUPEE RAPIDES	5,200	56	164,31 19,41 2,9 2,9 22,0
RAPIDES	5,200 30,000 2,600	73	22.0
RAPIDES RED RIVER RICHLAND SABINE ST. BERNARD ST. CHARLES		69 75	1,8 4,7 2,7 5,8
SABINE	6,400 5,100 6,900	53	2.7
ST. BERNARD	6,900	53 84	5,8
ST. CHARLES		73	
ST. HELENA	2,400	55 73	1.3 2.4 2,5
ST. JOHN BAPT	3,500	73 73	2,5
ST. HELENA ST. JAMES ST. JOHN BAPT ST. LANDRY ST. MARTIN	2,400 3,300 3,500 20,700 6,100	59 56	12,1 3,4
ST. MARTIN ST. MARY ST. TAMMANY TANGIPAHOA TENSAS TERREBONNE	10.500	66	6.6
ST. TAMMANY	8,300	7.3	6,6
TANGIPAHOA	16,100	82	13,1
TERRERONNE	10,500 8,300 16,100 3,200 12,200	64 81	9,9
UNION VERMILION VERNON WASHINGTON	4,700 10,200 6,100 11,200 10,400	61	2.8
VERMILION	10,200	5.8	5,5 3,3 8,3
VERNON	6,100 11 200	53 78	3,7
WEBSTER	10.400	73	7.0
W BATON ROUGE	3,200 3,700 1,600	58 75	2,
WEST CARROLL	3,700	75 56	2,
WEBSTER W BATON ROUGE WEST CARROLL W FELICIANA WINN	4,300	65	2,
MAINE			
	259,400 24,400	87 91	226, 22, 18,
ANDROSCOGGIN ABOOSTOOK CUMBERLAND FRANKLIN HANCOCK	24,400 24,200 51,000	91 77 89	
CUMBERLAND	51,000 5,500	89	45.
HANCOCK	10,000	84 85	8,
KENNEBEC	23,400	90	21,
KENNEBEC KNOX LINCOLN OXFORD PENOBSCOT	8,800 5,100	86 89	7.
LINCOLN	5,100	88	10.
PENOBSCOT	11,500 31,000	90	21, 7, 4, 10, 27,
PISCATAQUIS SAGADAHOC SOMERSET WALDO WASHINGTON	4,800 6,300 10,900	85	4, 5. 8
SAGADAHOC	6,300	89 81	5.
WALDO	6,000	87	5. 7
	9,300	81	

	TOTAL	TV HOUSE	HOLDS
STATE & COUNTY	HOUSEHOLOS	TV HOUSE PER CENT	NUMBER
MARYLAND	****	87	716,260
ALLEGANY ANNE ARUNDEL BALTIMORE CALVERT CAROLINE	823,100 27,200 43,900	71 89	19,410 39,200 357,710 3,000 4,980
ANNE ARUNDEL BALTIMORE		89	357,710
CALVERT	3,600 5,800	83 86	3.000 4.980
CARROLL	14,100 11,000 6,900	90	12.620 9.410 5.750 6.910
CECIL CHARLES	11,000 6,900	86 83	5,750
DORCHESTER FREDERICK	8,200 18,200	84 86	
GARRET	5,100 18,100 7,300	58 88	2,956 16,010 6,220 3,680 78,060
GARRET HARFORD HOWARD KENT	7,300	85 86	6,220
	4,300 86,100	86 91	78,060
PRINCE GEORGE QUEEN ANNES ST. MARYS SOMERSET	8 88,200	90	
QUEEN ANNES ST. MARYS	4,300 8,600	83	3,680 7,150 3,160
		54 84	5,060
WASHINGTON WICOMICO WORCESTER	25,100 14,000 7,500	80 84	20.170 11.790 4,080
WORCESTER	7,500	54	4,080
MASSACHUS	ETTS 1,449,400	91	1,318,920
BARNSTABLE	17,700	90	15,970
BARNSTABLE BERKSHIRE BRISTOL	41,900 120,600	91 91	15,970 37,950 110,030
BRISTOL DUKES	17,700 41,900 120,600 1,800	88 91	1.590 154,700
		88	15,150
HAMPDEN	118,700	92 88	15,150 108,690 29,350
PRANKLIN HAMPDEN HAMPSHIRE MIDDLESEX NANTUCKET	17,300 118,700 23,100 327,000 1,000	9I 89	296,360 890
	133,700	91	121,900 61,900
PLYMOUTH SUFFOLK	133,700 67,800 238,600	91 91	61,900 217,740 155,700
WORCESTER	170,900	91	155,700
MICHIGAN		98	2.042.580
ALCONA	2,266,400 900	96 81	730
ALGER	2,600 16,900 7,100	70 90	
ALGER ALLEGAN ALPENA ANTRIM	7,100	67	15,260 4,770 2,180
ANTRIM	2,800	78 84	2,180
ARENAC BARAGA	2,700 2,100 9,700 29,300	72 89	2,270 1,510 8,660
BARRY BAY BENZIE	29,300	91	26,610 1,820
DEDDIEN	2,300	79 91	41,580 9,190
BRANCH CALHOUN CASS	45,700 10,900 42,100	84 91	9,190 38,250
CASS	42,100 11,000 3,900	88 73	38,250 9,690 2,830
CHARLEVOIX CHEROVGAN	3,600	73 73	
CHEBOYGAN CHIPPEWA		73 86	6,540 2,940 8,980
CLARE CLINTON	3,400 9,900	91 81	
CRAWFORD DELTA	9,600	78 82	7,460 6,850 12,460 3,420 93,920
DELTA DICKINSON EATON	8,400 14,100	88	6,850 12,460
	8,400 14,100 4,700 105,400	73 89	3,420 93,920
GENESEE GLADWIN GOGEBIC GR. TRAVERSE	2,600	87	
GOGEBIC GR TRAVERSE	7,900 8,900	74 79	5.840 7,020
	10,200 10,900	90 82	9,200 8,930
HOUGHTON	10.200	67	6,880
HOUGHTON HURON INGHAM 10NIA 10SCO	9,300 64,000	90 91	6,880 8,370 58,270
10NIA 108CO	64,000 11,500 4,300	90 84	10,360 3,620
IRON	5,700 8,200 37,000 47,700 1,200	72 87	
IRON ISABELLA JACKSON KALAMAZOO KALKASKA	8,200 37,000	91	7,119 33,590 43,790 940
KALAMAZOO KALKASKA	47,700 1,200	92 78	43,790 940
KENT KEWEENAW		91 72	94.360
KEWEENAW LAKE	600 1,400	86	1,210 11,970 1,970
LAKE LAPEER LEELANAU	13,300 2,500	90 79	1,970
LEELANAU LENAWEE LIVINGSTON LUCE MACKINAC MACOMB		91	
LIVINGSTON	9,700 1,500 2,600 97,700	90 71 73	8,720 1.060 1.900
MACKINAC	2,600 97,700	73 93	90,740
MANISTEE MARQUETTE	6.200	80	4 950
MARQUETTE	14,400 0,700	73 79	10,440 5,270 4,790
MASON MECOSTA MENOMINEE	5,406 7,500	89	6,130
MIDLAND MISSAUKEE	12,800 2,000	87	11.160 1,560
MISSAUKEE	2,000	18	1,030

# ONLYPULSE DELIVERS THE 100% WHOLE SAMPLE

Of the three major television services, Pulse alone delivers the complete sample contracted for —a pre-determined sample of high accuracy.

Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack telephones—Pulse alone uses direct, face-to-face interviewing right in the home.

Since 1941 Pulse has developed accredited tech-

Pulse rings doorbells
... intervieus families in their homes

Nothing lakes the place of INTERVIEWS

niques of sampling, a tremendous operation, the largest known to the broadcast industry—in fact, the largest sampling outside the U. S. Census.

Looking at a typical example: you have a nighttime Television Network program? Pulse's sample "Base 6,000" for your show means that Pulse interviewers actually talk with 6,000 different families about your show. This sample of identical size —but different families—is repeated next month, and the next, and the next, a staggering cumulative total. No panel bias, no inertia.

In an interesting new slide presentation, we have compressed the essential Pulse pluess. See it. Let your own judgment, not hearsay, decide whether or not your firm can use this vital assist, profitably. We reported 222 different U. S. markets last year, more this year. Please write. Or for an appointment at your own best convenience, phone Judson 6-3316.

730 FIFTH AVENUE NEW YORK 19, N. Y.

Largest Scientific Sampling

"Only U.S. Census talks with more families"

ULSE, Inc.

LOS ANGELES · CHICAGO · LONDON

Michigan (continued

STATE & COUNTY H	TOTAL	TV HOU	SEHOLDS NUMBER
MONROE MONTCALM MONTMORENCY	26,600 11,000 1,200	92	24,340 19,069
MONTCALM MONTMORENCY	11,000	91 68	19,069
MUNTMORENCY MUNKEGON NAWAYGO DAKLAND OCEANA OGEMAW	13,500 7,100 181,200	92	40.080
NAWAYGO	7,100	91 92	6.140 166,330
OCEANA	4,600	78 82	3,610
OGEMAW.	4,600 2,600	82	
ONTONAGON OSCEOLA OSCODA	3,000	74 89	2,210
OSCODA	900	82 81	3,370 740
OTESGO OTTAWA	900 1,700 26,700	90	1,380 24,080
PRESQUE ISLE		67	1,950 1,860 48,080 27,430 13,500
ROSCOMMON	2,300 53,000 30,200 14,900		1,860
ST. CLAIR	30,200	91	27,430
ST. JOSEPH	14,900	91	13,500
SANILAC	9,400 2,400 15,900 12,700 18,300	87	8,170 1,690
SIHAWASSEE	15,900	70 91	
TUSCOLA U.O. DUDEN	12,700	89 98	11,320
WASHTENAW	43,500	91	39 500
WAYNE	830,600 5,700	92	39,560 766,540 4,556
ON AUTOMOTOR OF THE STATE OF TH	5,700	80	4,556
MINNESOTA			
	956,600	84	805,170
AITKIN		73 96	2,690
ANOKA	3,700 16,100 6,500 6,900	96 64	2,690 15,530 4,160 2,770 2,740
BELTRAMI	6,900	40	2,770
ATTKIN ANOKA BECKER BELTRAMI BENTON BIG STONE BLUE EARTH BROWN CARLTON CARVER	4,500	61	2,740
BIG STONE BLUE EARTH	2,400 11,900	57 9 I	1,360 10,880 6,580 5,050 4,920
BROWN	2,400 11,900 8,100 7,000 5,300	81	6,580
CARLTON	7,000	72 93	5,050
CASS	5,100 4,800	45	2,310 2,620 3,760 8,840
CASS CHIPPEWA CHISAGO CLAY CLEARWATER	4,800	55 92	2,620
CLAY	10,000	88	8,840
CLEARWATER	2,700	40	1,000
COOK	1,400	69	960 3,370
CROW WING	9,500	72 59	5,560
COOK COTONWOOD CROW WING DAKOTA DODGE	4,100 10,000 2,700 1,400 4,700 9,500 17,400 3,600	95 81	5,560 16,590 2,920
DOUGLAS PARIBAULT FILLMORE FREEBORN	5,600 7,400 7,200 10,400 10,400 2,700	51	3,360
FARIBAULT	7,400	72 72 89	5.360
FILLMORE FREERORN	7,200 10.400	7.2 89	5,190 9,270
	10,400	91	5,190 9,270 9,760
GRANT HENNEPIN HOUSTON HUBBARD ISANTI	2,700	53 96	1,430
HOUSTON	2,700 244,800 4,400 2,900	96 72 45	3.170
HUBBARD	2,900 2,800	45 91	1,310 2,560
TASCA	11.100	73	8 150
JACKSON	4,500	82	8,150 3,700 1,750 6,860
KANABEC	2,400 8 200	73 78	6.860
KITTSON	11,100 4,500 2,400 8,200 2,600	52	
KOOCHICHING	5,009	43	2,130
LAKE	5,009 3,900 4,700	58 69	2,130 2,260 3,220
ISANTI ITASE: A JACKSON JACKSON KANABEC KANDIPOHI KUTTSON KOOCHICHING LAC QUI PABLE LAKE LAKE OF WOODS LE SLEUR LINCOLN LYON MELECD MALHNOMEN	1,200	43	
LINCOLN	5,900 3,000	79 63	4,670
LYON	6,600 3,000	60	1,890 3,950
McLEOD	7,300	87 64	6,330 960
	7,300 1,500 4,100	64 51	2 110
MARTIN MARTIN MARTIN MILLE LACS MORRISON MOWER		72	5,870 4,270 3,110 3,810 11,900
MEEKER MILLE LACS	5,500	78 61	4,270
MORRISON	5,500 5,100 7,100 13,300	5.1	3,810
MOWER	13,300	89 76	11,900
MURRAY NICOLLET NOBLES NORMAN OLMSTED	4,500 5,500 6,500 3,000	76 81	3,400 4,460
NOBLES	6,500	82 64	5,340 1,910
OLMSTED		64 95	1,910
OTTER TAIL PENNINGTON PINE PHESTONE	13,200	61	8.090
PENNINGTON	13,200 3,700 4,800	59 72 75	2,190 3,460
PIPESTONE	4,400	75	3,460
	4,400 10,600	62	3,320 6,600
	3 600 121,500	51 96	1,840
RED LAKE	100	946 59 73	
RAMSEY RED LAKE REDWOOD RENVILLE	1 100 4 500 7 100	73 74	4,770
RICE	7 100	74 94	5,220 8,910
ROCK	2.900	76 51	2,190 1,900
ROSEAU ST. LOUIS	3,700	51	1.900
SCOTT	4,800		61,920 4,450
SHERBI RNE SIBLEY STEARNS	2.600	86	2,230 3,300 17,176
	3,800	N7 S7	

TATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS PER CENT	EHOLDS NUMBER
STEELE STEVENS	7.000	81 57	5,690
	2,800		1,590
WIFT ODD	4,400 6.800	58 54	2,550
TRAVERSE	6,800 2,000	54 57	1,130
TODD TRAVERSE VABASHA VADENA	5,400 3,800	86 45	3,630 1,130 4,650 1,720
	1,900	79	3.870
VASECA VASHINGTON VATONWAN VILKIN VINONA	11,400 4,200	95 72	10,840 3,010
VATONWAN	4,200	72	3,010
VINONA	2,600 11,600	68	2,300 7,900
VRIGHT FELLOW MED	8,600 4,800	86 63	7,380 3,020
	4,000	0.3	3,020
MISSISSIPPI			
DANG	557,600	57	315,240
LCORN	10,200 7,300 4,000	52 52 42	3,820
AMITE	4,000 5,500	42 51	5,350 3,820 1,680 2,820
ADAMS ALCORN AMITE ATTALA BENTON	5,500 1,900	53	1,000
BOLIVAR	15,600	44	7,480
BOLIVAR CALHOLN CARBOLL CHICKASAW CHOCTAW	15,690 3,700 3,000	41	7,480 1,510 1,300 1,650
CHICKASAW	3,000 4,000	43 41	1,300
CHOCTAW	4,000 2,100	38	
CLAIBORNE CLARKE CLAY COALIOMA	2,600 4,200	52 53	1,360
TLAY	3,800 14,500	44 50	1,680 7,230
COPIAH	7,100	50 55	7,230 3,870
COPIAII COVINGTON DE SOTO FORREST FRANKLIN GEORGE	3,400 5,300	54	1,850
DE SOTO FORREST	5,300 14,000	65 52 53	3,420 7,300
FRANKLIN	14,000 2,400 2,500	53	7,300 1,270
REENE	1.700	49	1,230
GREENE GRENADA HANCOCK HARRISON	1,700 4,800 2,900	44 75	2,090 2,170 21,100 36,140
HANCOCK HARRISON	2,900 30.200	75 70	2,170
	30,200 46,300	70 78	36,140
HOLMES HUMPHREYS SSAQUENA TAWAMBA JACKSON	6,900	55	3,800 2,580 540
SSAQUENA	1,000	54 54	540
TAWAMBA IACKSON	4,800 1,000 3,600 11,800	51 83	1,830 9,750
ASPER EFFERSON EFF DAVIS	4,100 2,400 3,500 17,300 2,900	60	2,480 1,270 1,770 10,470 1,460
EFFERSON	2,400	53	1,270
ONES	17,300	51 61	10,470
KEMPER	2,900	50 44	1,460
AFAYETTE LAMAR LAUDERDALE LAWRENCE LEAKE	4,800 3,300 19,600	51 72	2,090 1,680 14,200
AUDERDALE	19,600	72 50	14,200
EAKE	2,700 4,700	51	1,360 2,410
LEFLORE LINCOLN LOWNDES	10,800 12,700 7,300 10,800	62	6,730 5,940 3,770 4,390 4,040
LEFLORE	12,700 7.300	47 52	3,770
OWNDES	10,800	41 58	4,390
MADISON MARION	7,000 5,700	47	2,670
MARSHALL	5,300	49	2,670 2,610
MONROE MONTGOMERY	8,800 3,400	49 43	4,340 1,470
TESHORA	3,400 5,700	50	2,860
NEWTON	5,100	60 50	3,080
NEWTON NOXUBEE OKTIBBEHA PANOLA PEARL RIVER	4,000 6,200	50 41	2,010 2,740 5,250
PEARL RIVER	8,000 5,500	66 75	
	2,100	48	1,010 4,810 2,240 2,290
PIKE		53 40	4,810
PRENTISS	4,600 4,500 6,100	51	2,290 3,270
UITMAN	6,100	54 51	
SCOTT	5,803 4,800 2,600 5,000	51	2,960 2,440
BANKIN SCOTT SHARKEY SIMPSON SMITH	2,600	54 51	1,400 2,560
SMITH	3,400	51 51	1,730
STONE	1,500	49	730
STONE SUNFLOWER PALLAHATCHIE	13,100 6,700	41 51	5,380 3,430
PATE	4.200 4.100	65 53	3,430 2,720 2,170
PISHOMINGO	3,400	53	1,790
TUNICA	3,400 5,800 5,500 3,200 13,300	53	1,790 3,100 2,690
UNION WALTHALL	5,500	49 47	2,690
VARREN	13,300	62	1,510 8,290
FIPPAH FISHOMINGO FUNICA FUNIC	20 100	52 53	10,446
WEBSTER	3,600 2,700 2,900	47	1,890 1,280 1,210
WILKINSON WINSTON	2,900 5,100	42 50	2,560

STATE & COUNTY	TOTAL	PER CEN	T NUMB
MISSOURI	1,341,400	86	1,153,1
ADAIR ANDREW ATCHISON AUDRAIN BARRY	6,700	61	40
ANDREW	3,600	79 65	2,8
AUDRAIN	8,500	72	6.1
BARRY		63	4.0
BARTON BATES BENTON BOLLINGER BOONE	3,800 5,900	62 69	2.3 4.0 2.0
BENTON	2,700	74	2.0
BOONE	14,600	70 78	1,8
BUCHANAN BUTLER CALDWELL CALLAWAY CAMDEN	32,400 10,800	90	29,3
CALDWELL	10,800	64 79	6,8
CALLAWAY	3.300 6.200 2.100		29,3 6,8 2,5 4,4
CAMDEN	2,100	71	1,4
CPE GIRARDEAU CARROLL CARTER	11,600 4,700	72	9.2 3.3
CARTER CASS	1,300 0,500	50 76	4,9
CEDAR	3 300	62	2.0
CHARITON CHRISTIAN	4,500 3,700 2,700 25,700 3,700	57	2,5 2.5
	3,700 2,700	68 76	2.5
CLAY CLINTON	25,700	9.5	2.0 24.5 3.2
COLE	3,700	89 85	9,5
COOPER		85 76 57	3,3
COLE COOPER CRAWFORD DADE	3,100 2,700	57 63	3,3 1,7 1,6
DALLAS	2,800	7.1	1,9
DALLAS DAVIESS DE KALB DENT DOUGLAS DUNKLIN FRANKLIN GASCONADE GENTRY GREENE GRUNDY HABBEISON	3 300 2,400	78 78	2.5
DE KALB DENT	2,400 3,200	78 64	1.8 2.0
DOUGLAS		60	1,6
DUNKLIN	11,100	69 79	
GASCONADE		70	9,4 2,8
GENTRY	3,200 40,000	70 71 94	2.8 2.2 37.5 3,1
GRUNDY	4,100	76	3,1
	1.000	70	2,9 4,8 1,2 1,6 2,4
HENRY	6,500 1,600	74 75	4,8
HOLT HOWARD	2,660 3,500	65 69	1,6
HOWARD	5,600	46	2,4
HOWELL IRON JACKSON JASPER JEFFERSON	2,010 203,600	57 96	1,1
JACKSON JASPER	203,600	96 86	195,5
JEFFERSON	28,400 18,700	93	1,1 195,5 24,3 17,4
JOHNSON KNOX LACLEDE LAFAYETTE LAWRENCE	8,600 2,600 5,900	76 76	6,5 1,9 4,2 6,4 4,5
LACLEDE	5,900	71	4,2
LAFAYETTE LAWRENCE	8,000 7,200	63 63	6,4
LEWIS LINCOLN LINN LIVINGSTON MC DONALD MACON MADISON MARIES MARION MERCER	3,400 5,600	76	2,5
LINCOLN	5,600 6,300	84 57	2,5 4,7 3,5 3,9
LIVINGSTON	5.200	7.6	3,9
MC DONALD	4,100	70	
MACON MADISON	6,900 2,800 2,000	72 70	5,0 1,9 1,4 9,0
MARIES	2,000	70	1,4
MARION MERCER	9,800 1,900	93 71	
MILLER	4.300	70	2,9
MILLER MISSISSIPPI MONITEAU	5,500 3,300	60 70	2,9 3,3 2,3 2,4 2,8
MONROE MONTGOMERY	3.100	79 84	2,3
MONTGOMERY	3,400		2,8
MORGAN NEW MADRID NEWTON NODAWAY	2,900 9,000	70 66	2,0 5,9 6,4
NEWTON	9,100 7,500 2,900	70 64	6,4
	7,500 2,900	64 42	4.8
OSAGE	2,900	69	0.0
OZARK		60	1.2
OSAGE OZARK PEMISUCT PERRY	11,500 3,400 12,600	75 78	1,2 8,6 2,6 9,9
PHELPS	12,600	79 64	
PIKE	7,400 5,900	79	4,7
PLATTE POLK	6,300 4,800	89 71	4,6 5,5 3,4 2,5
	3,500	73	2,5
PUTNAM RALLS RANDOLPH BAY REYNOLDS	2,700	61	1.6
RALLS	2,300	80 69	1,8
BAY	5,400 1,400	81 50	4.3
	1,400		7
RIPLEY ST. CHARLES	3,000 11,000	50 93	10.1
ST. CLAIB	11,000 3,000	75 83	1,5 10,1 2,2 9,2 439,7
ST. CHARLES ST. CLAIB ST. FRANCOIS ST. LOUIS	11,200 457,500	93 96	9,2 439,7
	3,100	78	2,4 5,7
STE GENEVIEVE			
STE GENEVIEVE SALINE SCHUYLER SCOTLAND SCOTT	8,000 1,500	72 61	5,7 9



LINCOLN A-Z ARB SURVEY JANUARY, 1958

	Viewed Most Before 6:00 P.M.	Viewed Most After 6:00 P.M.
KOLN-TV	29%	48%
Station B	21	19
Station C	16	13
Station D	4	9

Omaha, the other is Lincoln-Land.

To cover Omaha, obviously, you need an Omaha TV station. To cover Lincoln-Land - 232,397 TV families and 69 counties-vou need KOLN-TV. No other station fully covers the area.

Ask Avery-Knodel for all the facts on KOLN-TVthe Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



### The Fetzer Stations

COVERS LINCOLN-LAND - NEBRASKA'S OTHER BIG MARKET Avery-Knodel, Inc., Exclusive National Representatives

HOUSEHOLDS

1,535,310 41,790 201,960 43,140 93,960 12,800

12,800 28,440 266,900 32,100 177,450 13,430 65,900 90,030 83,380 54,120 22,150

22,150 105,610 15,740 31,350 10,590 127,950

156,160 56,720 280 11,550 1,420 4,900

420 9,630 9,680 3,120 800 130 780 9,720 1,180 2,620 1,610 3,420 650 4,980 2,110

2,930 2,400 1,380 5,050 2,330 7,330 990 1,320 1,570 870 680 3.580

4,526,020 75,510 10,470 390,330 55,400 22,490

19,850 41,840 26,840 11,090 13,250 12,880 11,570 11,620 37,640 293,230 8.290 9.320 15,670 13,750 7,870

1,160 17,620 21,280 730,480 5,570 9,600 13,460 162,070 17,010 344,530 526,960 61,010 64,170 108,850 16,500

47,280 8,830 22,270 15,230 5,600

Missouri

60

TATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUSE PER CENT		STATE & COUNTY	TOTAL HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY H	TOTAL	TV HOU
HANNON	1.700	41	700	DODGE	9,600	95	9,100	NEW JERSEY		
HELBY	3,200	73 75	2,320	DOUGLAS	98,700 1,100	96 48	94,850 530	ATLANTIC	1,685,600	91 92
TODDARD TONE	8,300 2,600	75 68	6,200 1,770	FILLMORE	3,000	72	2,160	BERGEN	223,100	91
STLLIVAN	3,300	61	2,020	FRANKIN	2,000	81	1,610	BURLINGTON CAMDEN	47,300 103.300	91 91
PANEY	2,900 5,500	68 46	1,970	FRONTIER FURNAS	1,400 3,000	56	790	CAPE MAY	14,100	91
EXAS ERNON	6,600	69	4,540	FURNAS GAGE	3,000 8,000	80 81	2,410 6,740	CUMBERLAND	31,400	91
VARREN	2,300 3,800	84 57	1.940 2,180	GARDEN	1.000	51	510	ESSEX GLOUCESTER	295,900	90
WASHINGTON	2,400	70	1,690	CARRIED	800	51	410	HUDSON	35,400 192,500	91 92
WAYNE WEBSTER	4,300	71 71	3,040	GARFIELD GOSPER	700	81	570	HUNTERDON	14,700	91
A'ORTH A'RIGHT	1,500	71 60	1.060 2,520	GRANT GREELEY	200 1,600	45 61	90 970	MERCER	71,900 99,400	92 91
WRIGHT	1,200		2,020	HALL	12,200	86	10,480	MIDDLESEX MONMOUTH	89,900	93
MONTANA				HAMILTON	2,900	80	2.320	MORRIS OCEAN	59,500 24,300	91 91
	208.200	58	120,750	HAMILTON	1,700 500	81	1.370	PASSAIC SALEM	115,900	91 92
BEAVERHEAD	2,500	47 43	1,170	HAYES HITCHCOCK	500 1,700	56 48	280 810	SALEM	17,200 34,800	92
BIG HORN BLAINE	2,500	43	1,080	HOLT	4,200	40	1,690	SOMERSET SUSSEX	11.800	90 90
BROADWATER CARBON	800 2,900	48 52	380 1,520		300	40	120	UNION	139,500	92
CARTER	700		250	HOOKER HOWARD	2,200	60	1,330	WARREN	j-18,400	90
CASCADE	23,200	36 72	16,670	JEFFERSON	4,400	75 84	3,290 1,600	NEW MEXICO	,	
CHOUTEAU	2,300 4,200	60 36	1,390	JOHNSON KEARNEY	1,900	84 81	1,610		226,100	69
DANIELS	900	37	330	KEITH	2.500	55	1.380	BERNALILLO	63,400	89 56
DAW80N	3,200	43	1,390	KEYA PAHA	400	45	180 730	CHANGE	500 15,100	56
DEER LODGE FALLON	5,500 1,000	46 37	2,530 370	KIMBALL KNOX	1,300 4,200	56 64	730 2.680	CHAVES COLFAX	3,500	76 41
FERGUS	4,600	46	2,130	LANCASTER	45,900	93	42,630	CURRY	8,800	56
FLATHEAD	10,900	61	6,630	LINCOLN	9 (200	56 38	5,130 150	DE BACA DONA ANA	800 11,600	53 83
GALLATIN GARFIELD	7,800	42	3,310	LOGAN LOUP	400	38 53	210	EDDY	14,000	69
GLACIER	3.100	50	1,560	MC PHERSON	200	40	80	GRANT GUADALUPE	5,600 1,300	56 82
GOLDEN VALLEY	E 300 1,000	50 46	150 460	MADISON	7,900	89	7,020	HARDING	300	43
HILL	5,000	43	2,160	MERRICK	2,600 2,200	58 56	1.230	HIDALGO	1.400	56
JEFFERSON	1,000	43	430	NANCE	1,700	58	990	LEA LINCOLN	16,900 2,000	58
JUDITH BASIN	800 3.400	48 54	380 1.850	NEMAHA NUCKOLLS	3,500 2,900	78 72	2,720 2,080	LOS ALAMOS	3,500	59 75
LEWIS & CLARE		47	4,450		5,300		4.900	LUNA	2.760	60
LIBERTY	500	44	220	OTOE PAWNEE	2.00	92 78	1,560	MC KINLEY MORA	7,700 1,400	44 46
LINCOLN	3.400	52 44	1.770	PERKINS PHELPS	1,200 3,400	55 79	660 2,700	OTERO	8,000	62
MC CONE MADISON	1,900	42	800	PIERCE	2,600	64	1,660	QUAY	3,800	56
MEAGHER	800	48	380	PLATTE	6,300	89	5,660	RIO ARRIBA ROOSEVELT	5,600 4,600	52 52
MINERAL	900 13,700	47	420 8.640	POLK REDWILLOW	2,600 4.300	81 56	2,100 2,420	SANDOVAL	2.400	58
MISSOULA MUSSELSHELL	1,800	63 47	850	RICHARDSON	4,760	76	3,590	SAN JUAN SAN MIGUEL	10,200 5,100	50 46
PARK	4,400	53	2,310	ROCK	900	41	370	SANTA FE	10,600	69
PETROLEUM PHILLIPS	1,700	5 <b>0</b> 36	150 620	SALINE	4,500	75 95	3,370 6.740	SIERRA	1 600	62 57
PONDERA			1,190	SARPY SAUNDERS	7,100 5,500	96	5,260	SOCORRO TAOS	2,300 3,000	57
POWDER RIVER	. 800 1,900	36 46	290 870	SCOTTS BLUFF SEWARD	10,800	59 75	6,350 3,080	TORRANCE	1,400	52 62
PRAIRIE	700	43	300	SHERIDAN	2,800	44	1.220	UNION	1,700 5,300	40
RAVALLI	3,800 2,800	47 15	1,780	SHERMAN	1.800	58	1,040	VALENCIA	5,300	68
RICHLAND	2,800 3,000	45 45	1,250 1,350	SIOUX STANTON	800 1 800	45 78	360 1.410	NEW YORK		
ROOSEVELT ROSEBUD	1,900	43	820	THAYER	3.000	72	2,160		5.012,606	90
SANDERS	2,300	47	1,070	THOMAS	400	38	150	ALBANY	83,300	91
SHERIDAN SILVER BOW	1,800 21,000	44 81	800 17,100	THURSTON	2,400 2,100	84	2,020	ALLEGANY	13,600 436.700	77 89
	1,700	53 52	900	WASHINGTON	3.600	95	3,420	BROOME	62,000	89
SWEET GRASS	1,000	52 63	520 1.320	WAYNE	2,900	93	2,700	CATTARAUGUS	24,800	91
TOOLE	2,100	63	1,320	WEBSTER WHEELER	2, 200 300	84 50	1,840	CAYUGA CHAUTAUQUA	21,900 46,700	91 90
TREASURE VALLEY	300 3,300	47 36	140	YORK	4,600	81	3,710	CHEMUNG	31,100	86
WHEATLAND	3,300	36 47	1,200 470					CHENANGO CLINTON	12,600 14,500	88 91
WIBAUX	400	45	180	NEVADA	79,900	71	57,000	COLUMBIA	14,100	91 90
YELLOWSTONE	23,700	77	18,220	CHURCHILL	1.800	36	650	CORTLAND	12,900	90
				CLARK DOUGLAS	34,600	78 54	27,080 270	DELAWARE DUTCHESS	14,200 42,200	82 89
NEBRASKA	432,800	81	349,200	DOUGLAS ELKO	500 3,900	54 40	1,560	ERIE	320,700	91
ADAMS	9,600	84	8,030	ESMERALDA	200	40	80	E88EX	10,600	78
ANTELOPE	3,300	64	2,100	PUDEKA	300	37	110 490	FRANKLIN FULTON	12,700 17,800	73 88
ARTHUR BANNER	200	40	80 220	HI MBOLDT	1,300	38 40	490 160	GENESEE	14,900	92
BLAINE	200	50	100	LANDER	900	41	370	GREENE	9,000	87
BOONE	2,900	58	1,690	LYON	900	- 54	490	HAMILTON	1,300	89 90
BOX BUTTE BOYD	3,700 1,400	44 40	1,610 560	MINERAL NYE	2,400 900	36 41	870 370	HERKIMER JEFFERSON	19,500 26,900	79
BROWN	1,400	40	560 560	ORMSBY	1.200	55	660	KINGS LEWIS	792,800 6,800	92 82
BUPFALO	8,200	78	6,400	PERSHING	1,100	36 50	400 100	LIVINGSTON	11,000	87
BURT	3,300	84	2.780	WASHOE	200 25,300	86	21.740	MADISON	15,000	90
BUTLER	3,500 5,500	78 93	2,740 5,100	WASHOE WHITE PINE	25,300 1,000	40	1,600	MONTGOMERY	178,500	91 89
CASS CEDAR	3.690	93	3,330		DELLIDE			NASSAU NASSAU	370,600	93
CHASE	1,100	48	670	NEW HAM	PSHIRE 165,900	89	147,470	YEW YORK	598,500	88
CHERRY	2,000 5,100	42 52	1,230 2,640	BELKNAP	8,400	87	7,340	NIAGARA	66,200 69,600	92 92
CLAY		72	2.230	CARROLL	4,900 12,800	89	4.340	ONEIDA ONONDAGA	119,500	91
CUMING	3,300	78	2,580 3,030	CHESHIRE	12,800	89 87	11,390	ONTABIO	18,500	89
CUSTER		58	3,180	COOS GRAFTON	10,100 13,000	81	10,940	ORANGE	52,500	90
DAKOTA	5,500 3,500		3,250	THILLSBORO	49,200	90	44,380	ORLEANS OSWEGO	9,800 24,100	90 91
DAWES	2,760	37 78	990 5.010	MERRIMACK ROCKINGHAM	18.800	89 91	16,730 22,280	OTSEGO	17,200	89
DAWSON	1,000	78 48	480	ROCKINGHAM	24,600 15,200	91 90	13,640	PUTNAM	6,600	85
	2,700	92	2,490	SULLIVAN	8,600	86	7,400	QUEENS	562,100	91



Nielsen No. 3 reports

greater growth in Rochester, New York

ONLY WROC-TV can guarantee maximum circulation throughout the 13-county Rochester, New York area...

WROC-TV gives advertisers greater coverage and more circulation. Every advertising dollar spent on WROC-TV delivers more than five television homes compared to the other station's four. This assures advertisers of the lowest cost per thousand in this rich, prime area where nearly a million people spend more than \$2 billion annually.

### MARKET COVERAGE

Homes reached monthly 26.5% MORE than the other Rochester station.

Homes reached once a week 20.8% MORE than the other Rochester station.

### DAYTIME CIRCULATION

Homes reached once a week 24.7% MORE than the other Rochester station.

Homes reached daily average

38.8% MORE than the other Rochester station.

### NIGHTTIME CIRCULATION

Homes reached 20.89

20.8% MORE than the other Rochester station.

Homes reached daily average

28.8% MORE than the other

e Rochester station.

Represented Nationally by Peters, Griffin and Woodward Sources: Sales Managemens 1958; Nielsen \*3, Spring 1958

A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.



NBC-ABC-Channel 5

Rochester, N. Y.

New York (continued)

ATE & COUNTY	TOTAL HOUSEHOLDS		SEHOLOS T NUMBER	STATE & COUNTY	TOTAL HOUSEHOLOS	PER CEN	USEHOLOS IT NUMBER	STATE & COUNTY	TOTAL HOUSEHOLOS	PERCEN	USEHOL
NSSELAER	43,500	91	39.430	ROUKINGHAM	18,100	84	15,120	ERIE	19,300	90	17
CHMOND	60 200	92	55,180 27,260	ROWAN	22,000	81	17.8(0	FAIRFIELD	17,900 7,700	92	16
CKLAND	29,700 31,600	92 74	23.420	RUTHERFORD	11,300 11,500	78	8 870	FAYFTTE	7.700 192,700	87 93	179.
		89	22 600	SAMPSON SCOTLAND	6.230	35	6,690 3,380	FULTON	8,500	89	7.
RATOGA HENECTADY	25,400 52,500	90	47.320	STANLY	6.200 11.500	88	10,130	CALLIA	7.100	87	6.
HUYLER	7,100 4,600	8/i 88	6.350 4.050	STOKES	4,800	7.5	3,610	GEAUGA GREENE	9,600 22,000	90	8
NECA	7 300	89	6.470	SURRY	11,900 2,100	81	9,600	GUERNSEY	11,600	92 86	20
SUBEN	28,800	81	23,250	SWAIN TRANSYLVANIA	3,800	56	920 2,130	HAMILTON	267 500	91	244
FFOLK LLIVAN	153,900	89	137,560	TYRRELL	1.290	(10	720	HANCOCK	16,700	90	14
LLIVAN 16GA	13,400 10,200	F9 89	11,950 9.070	LNION	10.800	73	7.920	HARDIN HARRISON	9,400	90	8
MPKINS	19.900	84	16,700	VANCE WAKE	8,000 40,400	70 78	5,590 31,510	HENRY	5,800 7,000	89 90	ê
STER	33,600	89	29,900	WARREN	4,900	54	2,620	HIGHLAND	9,500	87	
RREN	13.200	89	11.770	WASHINGTON	3.000	59	1.770	HOCKING HOLMES	6,800	9-0	6
SHINGTON	13,700 17,700	89 90	12 230	WATAUGA	4,100	60	2,480	HOLMES	5,400	88	. 4
STCHESTER	228,300	93	212,240	WAYNE WILKES	16,000 10 900	75 66	11.960 7.170	JACKSON	13.300 9,000	91 89	12
OMING	8.900	89	7.950	WILSON	13,400	71	7,170	JEFFERSON	28,300	90	2.5
TES	6,000	88	5,250	YADKIN	5,600	7.1 76	9.960 4.270	KNOX	13 300	91	11
				YANCEY	3,500	53	1,850	LAKE LAWRENCE	36,380 15,190	92	3:
ORTH CARO	DLINA							1-AWRENCE 1 CKING	15,100 25,200	91 90	13
	1.097.600	74	811,440	NORTH DAK	OTA			LOGAN	10,900	90	
AMANCE	21,490	88	18.890		170,300	68	115,540	LORAIN	57,600	92	53
EXANDER	3,500	84	2,950	ADAMS BARNES	1,200 4,800	48 87	580 4,160	LUCAS	143,400	9.9	132
LEGHANY	2,100	65	1.370	BENSON	2,100	61	1,280	MADISON MAHONING	7,100 81,300	89 92	74
SON HE	5,000 5,000	69 65	4.130 3.270	BILLINGS	500	42	1,280		81,300 18,000		16
ERY	3,100	61	1,880	BOTTINEAU	2,800	59	1,640	MARION M°DINA	15,300	91 93	14
ALTORT	9,100	84	7,900	BOWMAN	1,000	43	430	MEIGS	6,900	88	
RTIE	9,100 5,900	84 67	3,930	BURLEIGH	1,700 9,300	62 78	1.060 7,230	MERCER	9.300	89	
ADEN UNSWICK	6,600	49	3.240	C188	19,500	90	17,480	741 7711	21,600	93	20
	4,590	55	2,470	CAVALIER	2,400	50	1,210	MONTGOMERY	4,300 152,700	87 9.1	14
NCOMBE RKE	36,400 11,700	71 78	25,920 9.100	DICKEY	2,500	64	1,600	MORGAN	3,800 5,600	94 87	140
BARRUS DWELL	17,500	88	15,430	DIVIDE	1,300 1,600	42	540 910	MORROW	5,600	90	
DWELL	11,200	75	8,370	DUNN	1.200	61	730	MUSKINGUM	24,100	86	21
MDEN	1.400	72	1.010	EMMONS	2,000	74	1,470	NOBLE	3,400 10,600	87	
RTERET	6,900 1,300	58 69	4,010 2,960	FOSTER	1,500	61	910	OTTAWA PAULDING	5,000	90 88	
PAWRA	18 400	88	16.140	GOLDEN VALLEY GRAND FORKS	800 12,800	43 76	340 9.730	PERRY	8,100	91	
ATHAM	6,100	63	3,850	GRAND FORKS	12,800	82	9,730	PICKAWAY	8,400	91	. 7
EROKEE	4,200	44	1,840	CRIGGS	1,300	86	1,120	PIKE	7,500	89	
DWAN	2.900	59	1,720	HETTINGER	1,800	49	890	PORTAGE PREBLE	21,400 9,400	91 91	19
VELAND	1,360 16,560	44 75	570 12.420	KIDDER	T 500	7.3	1.100	PUTNAM	7.800	88	
	12,300	52 78	6.340	LA MOURE LOGAN	2,100 1,200	61	1,340	RICHLAND	32,000	91	21
AVEN	13,900		10.870	MC HENRY	2,800	59	1,640	ROSS	17,500	91	13
MBERLAND	28,400	55 72	15,750	MC INTOSH	1,700	64	1,080	SANDUSKY SCIOTO	18,200	91	16 28
RRITUCK RE	1,800 1,300	72 59	1.290 770	MC KENZIE	1,800	42	760	SENECA	31,400 17,500	89	15
VIDSON	IS.100	86	15,490	MERCER	5,200 2,000	53 57	2,780 1,130	SHELBY	9,300	90	
VIE	3,900	76	2.980	MORTON	5,500	82	4.490	STARK	95,100	91	84
PLIN	9,600	57	5.480	MOUNTRAIL	2.500	42	1.050	SUMMIT TRUMBULL	149,500 54,800	93 91	138
RHAM GECOMBE	29,600 12,200	82 76	24.360 9.240	NELSON	1,700	79	1,340	TUSCARAWAS	23.100	90	21
RSYTH	49,100	86	42.390	OLIVER PEMBINA	500 3,400	54 56	1,910	TUSCARAWAS UNION	23,100 6,700	89	
ANKLIN	7,000	54	3,760	PIERCE	1.900	59	1,130	VAN WERT	9,500	89	8
STON	32,600	79	25,750	RAMSEY	3,200	50	1,600	VINTON	2,800 16,100	90 91	14
TES AHAM	2,300 1,700	70	1,620	RANSOM	2,000	74 59	1,480 830	WARREN WASHINGTON	14,700	88	13
ANVILLE	6,800	44 66	750 4,520	RENVILLE RICHLAND	1.400	59	830	WAYNE	19,100	90	Ü
EENE	3,680	66	2,386	ROLETTE	5,600 2,200	74 50	4,160	WILLIAMS	9,400	89	- 1
ILFORD	59,300	88	51,890	SARGENT	I,800		1,349	WOOD	19,900 6,500	92	H
LIFAX	13,200	65	8.520	SHERIDAN	I.100	74 59	650	WYANDOT	6,500	88	
RNETT YWOOD	12,900 10,200	54 62	6,930 6,330	SIOUX	600	82	490				
NDERSON	9,500	62	5,920	SLOPE STARK	500 4,000	42 49	1,970	OKLAHOMA			
RTFORD	4,800		3.370	STARK			1.970		674,500	78	52
KE	3,300	70 51	1,790	STEELE	1,290 6,890	87 71	1.040 4.840	ADAIR	3,100	60	
DE DELL	1,100 15,600	59	820	STUTSMAN TOWNER	1.200	51	610	ALFALFA	2,600	70	
KSON	1,300	78 56	12,140	TRAILL	2,800 4.600	87 56	2,430 2,570	ATOKA BEAVER	2,800 1,800	68 51	
NSTON	15,700	62	9,670		1,600	56		BECKHAM	5,800	55	
ES	2,300 5,600	58	1,340	WARD WELLS	11,960 2,600	60	9.150	BLAINE	3,700	76 67	- :
COIR	6,600	63	4,170	WILLIAMS	9,300	42	3,900	BRYAN	7,600	67	
COLN	11,600	7 I 72	8.230 4,950					CADDO CANADIAN	7,700 6,800	75 82	
DOWELL	6.880		4,610	OHIO				CARTER	I3,800	68	-
CON	3,900	68 56	2.180		2.802,000	91	2,561,850	CHEROKES	3.400	68	-
DISON RTIN	1,300	53 67	2,270	ADAMS	6,600	88	5.810	CHOCTAW	3,900	46	
RTIN CKLENBURG	G.100 71,000	67 86	4,060 61,150	ALLEN ASHLAND	31,100 11,500	89 1 P	27,790 10,450	CLEVELAND	1,100 10,700	47 85	,
CHELL	3,400	- 58	1,960	ASHTARITA	28 600	91	26,040	COAL	1,400	68	
NTGOMERY	4.300	70	3,010	ATHENS	12,700	87	11,010	COMANCHE	20,600	82	11
ORE	м, 200	64	5,220	AUGLAIZE	10 400	90	9,410	COTTON	2,600	72	The state of
SH W HANOVER	14,300 21,200	64 71	9.150	BELMONT	26,300	90 88	23,799	CRAIG CREEK	4,200	72 84	19
RTHAMPTON	5.980		15,150	BUTLER	7,300 51,700	88 92	6,430 47,490	CUSTER	12,600 5,500	84 83	15
SLOW	11 500	70 64	4.150 7,360	CARROLL	5,800	89	5,160	DELAWARE	3.000	72	
ANGE MLICO	9,100	80	7,250	CHAMPAIGN	9,100	91	8,270	DEWEY	1,800 2,100	84	
MLICO SOUOTANK	2,500	58	1.450	CLARK	39.200	91	35,800	ELLIS	2,100	58	
	7 300	72	5,230	CLERMONT	17,300	9 I 89	15,820 8,210	CARFIELD	15,700 9,300	79 75	13
NDER ROUMANS	4,360		2,370	COLUMBIANA	32,800	9I	29.760		9,800	82	
RSON	5,400	69	1,790	COSHOCTON	10.700	85	9.080	GRADY	9,800 2.300	82 70	-
Tr.	14,800	86	12,790	CRAWFORD CUYAHOGA	13,900	89	12,440	GRANT GREER	2,500	57	
LK	3,000	81	2,440	CUYAHOGA DARKE	485,400	92 90	448.440	HARMON	1.700	57	
	14,000	81	11,370	DARKE	13,700	90	12,350	HARPER		8I	
NDOLPH	10,100	80	8.050	DEFIANCE	8,700		7.820	DEASKELL	2.600	5.3	



STATE & COUNTY	TOTAL, HOUSEHOLDS		SEHOLDS T NUMBER	STATE & COUNTY HO	TOTAL	PER CENT	SEHOLDS F NUMBER	STATE & COUNTY	TOTAL
ACKSON	7 700	37	4,400	CLARION	10,300	89	9.210	SALUDA	3,700
EFFERSON OHNSTON	2,600	73 68	1,860	CLEARFIELD	22,100	18	20,430	SPARTANBURG	
KAY	15.800	80	12,610	COLUMBIA	15,800	75 78	8,210 12,370	SI'MTER UNION	14,900 7,600
CINGEISHER	3,000	7.6	2,290	CRAWFORD	23.300	86	20,020	WILLIAMSBURG	9,100
AWOT2	4,300	7.0	3,010	CUMBERLAND	33,000	84	27,880	YORK	21,500
ATIMER E FLORE	1,900 7,100	53 56	1,000 3,980	DAUPHIN DELAWARE	65,000 153,700	90 92	58,220 140,870		
ANCOLN	5,600		4,440	ELK	9.500	71	6,710	SOUTH DAKE	196,900
OGAN	5,700	79 71 67	4,030	ERIE	69,800	92	32,890	AURORA	1.200
OVE IC CLAIN	1,600	67	1,070 2,990	FAYETTE FOREST	50,500 1,100	92 67	46,300 740	BEADLE BENNETT	6,800
IC CURTAIN	5,300	73 58	3,090	FRANKLIN FULTON	21,900	86	18,910	BENNETT BON HOMME	2,300
IC INTOSH	3,200	64	2,040	FULTON	2.500	76	1,900	BROOKINGS	5,500
MARSHALL	2,500	70 67	1,750	HUNTINGDON	12,100	83	10,020	BROWN	10,600
LAYES	4.900	72 68	3,520	INDIANA JEFFERSON	20,500	90	9,730	BRULE BUFFALO	1,700
IURRAY	3,300		2,250	JEFFERSON	13,600	90	12,200	BUFFALO	2,300
HUSKOGEE KOBLE	16,700	82 76	13,740	JUNIATA LACKAWANNA	4,100 73,000	66 89	2,700 64,970	BUTTE CAMPBELL	800
CONTA	3,400	76 80	2,710	LANCASTER	70,200	91	63,650	CHARLES MIX	4,600
KOWATA OKFUSKEE	3,700	68	2,500	LAWRENCE	31,300	90	28,240 22,310	CLARK	2,400 3,100
KLAHOMA	130,500	85	111,530	LEBANON LEHIGH	24,800	90 92	22,310	CLAY	6,200
KMULGEE SAGE	11,200 10,000	76 84	8,500 8,420	LUZERNE	104,300	92 88	55,350 91,750	CORSON	1,400
TTAWA	8,800	75	6 500	LYCOMING	31,400		22,610	CUSTER DAVISON	1.600
AWNEE	3,700	75 75 72	2,790	MC KEAN		72 77	12,430	DAY	5,600 3,300
PAYNE	12,700		9,120	MERCER MIFFLIN	33,700 12,000	90 89	30,200	DEUEL	1,500
TTSBURG ONTOTOC	9,300	68 78	6.320 7.120	MONROE	10,600	88	9,370		1.100
PONTOTOC POTTAWATOMIE	13,300	73	9.740	MONTGOMERY	133,500	92	123,460	DOUGLAS EDMUNDS	1,200 1,800
USHMATAHA OGER MILLS	2,500 1,500	46 63	1,150 950	MONTOUR NORTHAMPTON	3,600	82 92	2,960 50,190	PALL RIVER	3,400
OGERS	5.000	80	3,980	NORTHUMBERLAND	54,400 32,300	92 72	23,410	FAULK GRANT	1,200 2,700
EMINOLE	10,500	75	7,870	PERRY	6,800	66	4,480	GREGORY	2,700
EOUOYAH	4.000	60	2,390	PHILADELPHIA	647,000	89	578,300	HAAKON	2,300 700
TEPHENS EXAS	11,100 3,600	76 47	8,480 1,680	PIKE POTTER	3,000 4,600	76 68	2,290 3,150	HAMILTON	1,900
TLIMAN	4.400	72	3,150	SCHUYLKILL	54,400	87	47.430	HAND HANSON	1,800 1,300
ULSA VAGONER	107,700 3,800	90	97,250	SNYDER	6,100	67	4,070	HARDING	500
VAGONER VASHINGTON	3.800 12.600	68 83	2,580	SOMERSET	21,700	82	17,760	HUGHES	3,300
VASHITA	4.100	70	10,400	SULLIVAN SUSQUEHANNA	1,500 8,300	83 88	7.270	HUTCHINSON	3,000
VOODS	3,900	58	2,250	TIOGA	10,500	80	7,270 8,450	HYDE JACKSON	700 500
OODWARD	3,500	58	2,020	UNION	6,000	67	4,000	JERAULD	1,000
				VENANGO WARREN	18,700	76 79	14,220	JONES .	600
DREGON				WASHINGTON	63,900	93	59,240	KINGSBURY	2,800
AKER	585,300 6,200	75 54	437,420 3,340	WAYNE WESTMORELAND	7,500 94,700	77 93	5,760 88.340	LAWRENCE	5,500
ENTON	11,200	64	7,220	WYOMING	4.700	83	3.900	LINCOLN	3,700
LACKAMAS	33,400	83	27.630	YORK	66,000	91	59.800	LYMAN MC COOK	1,100 2,300
LATSOP OLUMBIA	10,000	66	6,570 4,230					MC PHERSON	1,700
008	20,400	55	11.280	RHODE ISLAND	245,300			MARSHALL	2,100
ROOK	2,400 5,300	50	1,190	BRISTOL	9,000	91 92	224,190 8,240	MEADE MELLETTE	3,900
H'RRY	5,30 <b>0</b> 6,600	55 50	2,920 3,270	KENT	25,500	92	23,340 16,770	MINER	700 1,700
ESCHUTES OUGLAS	23,300	63	14,590	NEWPORT PROVIDENCE	25,500 18,400	91	16,770	MINNEHAHA	26,700 2,500
ILLIAM	1,100 2,400	59 47	650	WASHINGTON	176,500	91 91	161,400	MOODY PENNINGTON	
RANT	2,400	47	1,120				14,440	PERNINGTON PERKINS	19,600 1,800
IARNEY IOOD RIVER	2,000 3,100	44 58	880 1,970	SOUTH CAROL	586,900	72	423,090	POTTER	1,300
ACKSON	23,900	75	17,940	ABBEVILLE	5,600	70	3,900	ROBERTS	3,400
EFFERSON	2,500	58	1,460	AIKEN ALLENDALE	26,600	69	18,380	SANBORN	1,300
OSEPHINE LAMATH	11,000 14,500	63 61	6.980 8.850	ALLENDALE	3,600	53	1,920	SHANNON	3,300
AKE	2,000	50	990	ANDERSON BAMBERG	23,800 4,000	73 53	17,390	SPINK STANLEY SULLY	300
ANE	50,900	81	41,330	BARNWELL	7,100	53	3,790	SULLY	800 900
INCOLN	9,100	57	5,230	REALFORT	7,000	68	4,770 5,130	TRIPP	2,400
INN IALHEUR	17,700 8,200	65 67	11,520 4,160	BERKELEY	7,000	73 57	5,130	TURNER	3,000
	34,600	77	26,760	CHARLESTON	54.200	84	1,890 45,330	TURNER UNION	3,000
ORROW	1,300	61	790	CHEROKEE	9,700	76	7,410	WALWORTH WASHABAUGH	2,100 100
ULTNOMAH	192,900 7,100	86 68	166,100 4,810	CHESTER CHESTERFIELD	8.100	73	5.910		4.800
OLK	700	60	420	CHESTERFIELD	8,100 6,600	60 59	5,340 3,920	YANKTON ZIEBACH	600
HERMAN TLLAMOOK	6,500	61	3,990	COLLETON	7,200	70	5,010		
MATILLA	14,200	62	8,790	DARLINGTON	12.500	66	8,200	TENNESSEE	
NION VALLOWA	5,400 2,300	54	2,910	DILLON	6,700	67	4,490		941,100
VASCO		54 58	4.810	DORCHESTER EDGEFIELD	5,600 3,700	74 60	4,170 2,230	ANDERSON BEDFORD	15,100 6,700
VASHINGTON	29,500 900	85 47	25,020 420	FAIRFIELD	4,800	69	3,290	BENTON	2,800
AMHILL	9,400	64	6,030	FLORENCE	20,800	76	15,850	BLEDSOE	1,700 16,200
		04	6,030	GEORGETOWN GREENVILLE	8,100 55,500	72 82	5,870 45,580	BLOUNT	9,000
PENNSYLVAN	IA			GREENWOOD	12,900	74	9,580	CAMPBELL	8,200
	3,247,700	89	2,903,660	GREENWOOD HAMPTON	4,400	74 68	3,000	CANNON	2,000
DAMS	12,800	83 92	10,660 439,240	HORRY	15,600	50 68	7,750	CARROLL CARTER	7,500 11,000
RMSTRONG	476,400 22,500	92 91	20,390	JASPER KERSHAW	2,600 7,500	68 73	1,760 5,510	CHEATHAM	2,000
EAVER	22,500 57,400	92	52,900	LANCASTER	9,300	73	6.760	CHESTER	2.500
EDFORD	10,800	91	9,800	LAURENS	11,700	59	6,850	CLAIBORNE	5,500
LAIR	80,200 39,900	90	71,840	LEE	4,700	71	3,360	CLAY	1,700 5,300
RADFORD	15.400	90 87	35,970 13,470	LEXINGTON MC CORMICK	13,000	72 70	9,300	COFFEE	7,600
HCKS	82,100	92	75,750	MARION	2,100 7.900	68	5,360	CROCKETT	5,000
AMBRIA	28,300	92	26,090	MARLBORO	7,000	68	4,640	CUMBERLAND DAVIDSON	4,700 105,200
AMERON	\$7,500 1,900	91 69	52,120	NEWBERRY OCONEE	8,200 9,200	05 59	5,370 5,470	DAVIDSON DECATUR	105,200 2 100
ARBON	15,100	88	13,280 14,540	ORANGEBURG	10,600	83	10,390	DE KALB	2,600
ENTRE	16,600	88	14,540	PICKENS RICHLAND	10,300 45,300	62	6,340 36,920	DICKSON	4,900 8,200
HESTER		92	46,590			82		DYER	

TV HOUSEHOLDS PER CENT NUMBER 2,230 31,950 9,800 5,150 6,670 15,570

> 63 123,240 510 3,330 370 1,670 3,690

510 720 1,560 580 1,670 1,010 200 1,140 890 700 1,820 2,170 380 170 490 2,200 2,100 3,170 560 1,310

1,140 320 1,060 24,870 1,950 11,370 720 510 2,110 780

500 1,620 130 320 410 1,230 2,560 2,560 840 40 3,480 230 689,480 11,320 4,650 1,350 1,120 13,430

6,450 4,910 1,410 3,950 7,810 1,490 1,330 2,590 890 2,710 5,350 3,260 2,150 91,510 1,010 1,690 3,180 8,090

# **MEMO**

TO: All Katz Associates

SUBJECT: Nielsen Coverage Survey #3-1958



Please see all time buyers soon as possible with 1958

Nielsen #3 information.

Stress the one basic fact that:

Based on monthly coverage

WKY-TV delivers 8% more homes than the 2nd station.

WKY-TV delivers 43% more homes than the 3rd station.

(Incidentally, the figures for weekly coverage show the same spread of superiority between WKY-TV and the other stations.) Remember, these are homes in the Oklahoma City market.

No fringe County coverage in adjoining states is included.



ASK YOUR KATZ MAN to show you the A.R.B. figures, too. The combination of #1 coverage plus #1 viewer preference is the reason why more people make up their minds to buy while watching WKY-TV than any other station in the area.

NBC-Channel 4 OKLAHOMA CITY

WKY Television System, Inc. WKY-TV, Oklahoma City; WKY RADIO, Oklahoma City WTVT, Tampa; St. Petersburg; WSFA-TV, Montgomery Represented by THE KATZ AGENCY

Tennessee (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS	NUMBER	STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS PER CENT	NUMBER
FAYETTE	6 100	69	4.190	CALDWELL	4,600	69	3.180
FENTRESS FRANKLIN	3 300 6,200	47	1,560 2,680	CALLAHAN	3,280	55 61	1,760
GIBSON	11.800	43 61	9,000	CAMERON	42.300	65	27,698
GILES	6,700	48	3.200 1.360	CAMP CARSON	2,300 1,800	60	1.380
GRAINGER GREENE	2,980 I1,780	47 56	6,500	C188	5,900	77 69	1,390
GRUNDY HAMBLEN	2,900	55 51	1,590	CASTRO	1,400	65	910
HAMBLEN HAMILTON	8,200 71,900	5I	4,190 58.750	CHAMBERS	2,200 9,400	82 60	1.800 5.600
HANCOCK HARDEMAN	T 800	82 47	840	CHEROKEE	3 900	52 78	1.570
	4,900	61	2,980	CLAY	2.300 I.800	78 77	1,800
HARDIN	4,300 7,500	53 49	2.270 3.710	COKE	1,800	68	1,390
HAWKINS HAYWOOD HENDERSON	6,400	65	4.170	COLEMAN	3,400 13,200	65	2,210 10,790
HENDERSON HENRY	3,800 6,500	48 50	1,830 3,260	COLEMAN COLLIN COLLINGSWORTH	13.200 2,100	82	10.790
HICKMAN	3.100	65	2,020	COLORADO	4,900	52 61	1,100 2,970
HOUSTON HUMPHRBYS	I.100 2,800	69	760 1,900	COMAL	6,000	70 54	4.190
HUMPHRBYS JACKSON	2,800 2,600	68 52	1,900	COMANCHE CONCHO	3,600 1,300	54 55	
JEFFERSON	4,900	52	2,550		7.400	7.9	720 5.780 2,980
JOHNSON	2,700	58	1.520	CORYELL	4,200	71	
KNOX	68,200 3,000	87 54	59,670 1,630	COTTLE	1,400 1,600	51 58	720 920
LAKE LAI'DERDALE	6,500 7,000	69	4,490	CROCKETT	1,20e 2,500	48	580
LAWRENCE		52	3.610	CROSBY CULBERSON	2,500 500	7.4 62	1.840
LEWIS LINCOLN	1,500	65 43	970 2.890	DALLAM	2,400	80	1.910
LOUDON	6,400	67	4,300	DALLAS	263,000	88	232,320
MC MINN MC NAIRY	9,000 5,800	56 53	5,010 3,070	DAWSON	6,100 3,300	64 64	3,890 2,120
MC NAIRY MACON	3,500	53	2 270	DEAF SMITH DELTA	1.800	57	1,030
MADISON	17,700	67	11,880	DENTON	12,500	82	10,300
MARSHALL	5,000	66 69	3,330 3,540	DE WITT DICKENS	6,200 1,700	62 58	3,850 980
MAURY	11,900	70	8,350	DIMMIT	2,400	52	1,260
MEIGS	1,300	56	730	DONLEY	1,500	71	1,060
MONROE MONTGOMERY MOORE	5,600	68 78	3.830 9,730	DUVAL EASTLAND	3,200 6.500	59 62	1,880
MONTGOMERY	12,400	43	470	ECTOR	23,700	75	17,700
MORGAN	3,200	47	1,510	EDWARDS ELLIS	800 12,500	46 79	370
OBION OVERTON	7,600 4,000	54 52	4,130 2,090	EL PASO	72 100	79 82	9,860
PERRY	T.500	43	640	ERATH	4 800	64	3,060
PICKETT	1,000	47 68	470 2.050	FALLS FANNIN	6,500 7,200	63 61	4,070 4,360
PUTNAM	3,000 8,300	57	4,740	FAYETTE	5,700	61	3,450
RHEA	3.900	56	2,180	FISHER	2.400	68	1.620
RHEA ROANE	8,600	75	2,180 6,440	FLOYD	2,800 I.100	73 63	2,050 690
ROBERTSON RUTHERFORD	7,600 11,600	74 78	5,640 9,060	FORT BEND FRANKLIN	8,400	80	6,680
SCOTT	4,000	47	1,890	FRANKLIN	1,300	57	740
SEQUATCHIE SEVIER	1,300 5,500	66 52	860 2,870	FREESTONE FRIO	3,500 2,700	57	1,980
SHELRY	157,300	88		GAINES	2,400	74 64	1,990
SMITH	3,500	65	2,270	GALVESTON GARZA	37,000 1.800	82 71	30,390
STEWART SULLIVAN	1,800 30,300	88 70	1,230 21,260	GILLESPIE	3,100	56	1,750
SUMNER TIPTON	8,800	86	7,590	GLASSCOCK	200	65	130
TIPTON TROUSDALE	7,500 1,300	71 85	5,340 840	GOLIAD GANZALES	1,300 5.400	64	830 3.740
UNICOI	3,900	52	2.020	GRAY	9,200	71	6,510
UNION VAN BUREN	1,000	47	900	GRAYSON GREGG	24,900	75 72	18,690
VAN BUREN	800 6,700	66 55	530 3.660	GREGG GRIMES	21,700	72 69	15,640 2,350
WARREN WASHINGTON	16,300	78	12,400	GRIMES GUADALUPE	3,400 7,300	77 78	5.600
WAYNE	3,300	43	1,410	HALE	10,000		7,550
WEAKLEY	6.900	49	3.380	HALL HAMILTON	2,800 2,800	56 64	1,560
WHITE WILLIAMSON	4,000 5,700	48 82	1.840 4.700	HANSFORD HARDEMAN	1.200	82	980
WILSON	5,700 7,700	68	5,220	HARDEMAN HARDIN	3,000 5,700	63 59	1,900 3,360
				HARRIS	358,800	87	310.600
TEXAS		-		HARRISON	13,500	67	9,040
	2,650,600	77	2,038,180	HARTLEY HASKELL	500 3,400	80 69	400 2,350
ANDERSON ANDREWS	8,100 3,000	80 64	4,820 1,920	HAYS	5,100	70	3,560
ANGELINA	11,500	83	7,260	HEMPHILL	1,200	55	660
ARANSAS ARCHER	1,100 1,700	55 70	1,190	HENDERSON	5,300 47,000	55 68	2,920 31,950
ABAISTRONG	400		310	HILL	8,100	88	6,930 4,630
ATASCOSA AUSTIN	4,700	78 74	3,470	HOCKLEY	6,000	77	
AUSTIN	3,900	84 77	2,510 1,700	HOOD HOPKINS	1,300	77 57	1,000 3,440
BANDERA	1,200	75	900	HOUSTON HOWARD	5,100	55 71	2,820
BASTROP	4,900	80	2,940	HOWARD HUDSPETH	9,400 1,000	71 59	6,670 590
BAYLOR BEE	1,700 6,100	70 83	1,190 3,860	HUNT	12,500	82	10.310
BELL	24,200	77	18,580	HUTCHINSON	10,600	88	9,300
BEXAR	163,800	84	137,250	IRION JACK	1.900	63 76	250 1,450
BLANCO BORDEN	1,100 200	70 70	770 140	JACKSON	3,600	64	2,300
BOSQUE	2.900	84	1,850	JASPER	5,300	57	3,010
BOWTE BRAZORIA	20,500 17,400	73 84	14,880	JEFF DAVIS JEFFERSON	500 69.000	58 81	290 55,900
BRAZOS	12,400	62	7,860	JIM HOGG	1,100	49	540
BREWSTER	1,900	44	840		8,100	55	4,490
BRISCOE BROOKS	900 3,000	56 57	500 1,710	JOHNSON JONES	11,100	84 68	9,310
BROWN	8,800	59	5,150	KARNES KAUFMAN	8,200 3,900 7,100	63	4,190 2,470 5,510
BURLESON BURNET	2,900	62 70	1,810	KAUFMAN	7,100	78	5,510
	2.700		1.890	KENDALL	1,600	75	1,200

	TOTAL HOUSEHOLDS	TV HOUS	EHOLDS
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
KENEDY KENT KERR KIMBLE	400	60 55 57	60 220
KIMBLE	4,300 1,200 200	57	220 2.430 680 110
KING	500	55 53	110
KINNEY KLEBERG KNOX	7,000	56	260 3,940 1,648 5,810 4,550
LAMAR	7,000 2,600 12,900	63 45	1,648 5,810
LAMB	5,900 2,900	77	4,550 2,030
LAMB LAMPASAS LA SALLE LAVACA LEE LEON	T.800	59	1,060
LAVACA LEE	5,400 2,300	62 60	1,060 3,360 1,380 1,540
LEON	2,600	59 82	1,540
LIBERTY LIMESTONE LIPSCOMB LIVE OAK LLANO	7,800 5,500	63	6,360 3,440 600 1,110 820
LIPSCOMB LIVE OAK	1,100 1,900	55 58	1,110
LLANO	I,600 I00	51 50	820
LUBBOCK	48,300	78 71	37,700
MC CULLOH	48,300 2,800 3,000	71 55 83	1,980
MC LENNAN		82 58	50 37,700 1,980 1,660 34,560 230
MADISON	1,700	58	990
LIANO LOVING LUTBOOK LUTBOOK LUTNN MC CULLOH MC LENNAN MC MULLEN MADISON MARTIN MARTIN MASON MATAGORDA	1,700 2,200 1,400 1,400	70 64	230 990 1,530 900 720
MASON MATAGORDA	7,400	51 84	720
MATAGORDA MAVERICK MEDINA MENARD MIDLAND	7,300 3,100 4,600 1,100 16,700	53	4,660 1,630 3,450
MENARD	4,600 1,100	53 75 55	
MIDLAND	16,700	80	13,390 3,260
MILAND MILAM MILLS MITCHELL MONTAGUE MONTGOMERY	5,400 1,400 4,100 4,500 7,000	70	3,260 980 2,830
MONTAGUE	4,100 4,500	69 78 75	2,830 3,510 5,240
MONTGOMERY MOORE MORRIS MOTLEY NACOGDOCHES NAVARRO NEWTON NOLAN NUECES OCHILTREE OLDHAM OBANGE	7,000	75 80	5,240
MORRIS	7,800 2,400 1,000 8,000 10,600	69	6,210 1,660 530 4,600 8,470
MOTLEY NACOGDOCHES	1,000 8,000	53 58	530 4,600
NAVARRO	10,600	80	8,470
NOLAN	2,300 6,000 68,200 2,000 400	57 68 77	1,300 4,060 52,300 1,110 260
NUECES OCHILTREE	68,200 2,000	56	52,300
OLDHAM	400	85 74	260
ORANGE PALO PINTO PANOLA PARKER PARMER	17,000 6,000 4,200 7,400 1,500 2,700 3,700 38,200 1,400 600	77	12,640 4,630 2,020 5,700 960 1,290 2,390 32,950 610 470
PANOLA PARKER	4,200 7,400	48	2,020 5,700
PARMER PECOS	1,500	64	960
POLK	3,700	65	2,390
POLK POTTER PRESIDIO RAINS	38,200 1,400	88 44	32,950 610
RAINS	600	78	470
RAINS RANDALL REAGAN REAL RED RIVER REEVES	7,000 900	79 81 57	5,560 550 400 2,670 2,570
REAL RED RIVER	700 5,000 4,900	57 53 52	2,670
	4,900		2,570
ROBERTS	2,600 300	55 57	1,430
ROBERTS ROBERTSON ROCKWALL RUNNELS	4,700 1,400 4,300	60 75 65	2,830 1,050 2,790
RUNNELS	4,390		2,790
SABINE	12,100 1,800 1,700 1,600	64 56	7,780 1,010 900 1,030
SAN AUGUSTINE SAN JACINTO	I,700 I,600	53 64	1.030
RUNNELS RUSK SABINE SAN AUGUSTINE SAN JACINTO SAN PATRICIO SAN SABA SCHLEICHER SCURRY SHACKELFORD SHELBY	9,900	68	
SCHLEICHER	2,200 700 9,300	51 49	1,130 340 6,230 680 2,620
SCURRY SHACKELFORD	9,300 1,100	67 62	6,230
SHELBY	1,100 5,400 700	49	2,620
SHERMAN SMITH SOMERVELL STARR	04.000	79 72	550 17,280
SOMERVELL	800 3,100 3,500	65 50	520 1,550
	3,500	62	2,160
STONEWALL	900 300	60 67	180 600 490
STERLING STONEWALL SUTTON SWISHER TARRANT	1,000 2,400	49 85	1,560 148,950
TARRANT	2,400 173,400	88	148,950
TAYLOR TERRELL	24,700 900	78 48	18,860 430
TERRY THROCKMORTON TITUS	4,200 900 4,700	73 69	3,070
TITUS	4,700	53	2.510
TRAVIS	21,600 52,100	73 78	15,740 40,830
TOM GREEN TRAVIS TRINITY TYLER	21,600 52,100 2,300 2,900	64 60	15,740 40,830 1,480 1,740 2,880
UPSHUR	2,800	60	2,880
UPTON UVALDE VAL VERDE	1,600 4,800	82 56	990 2,680 2,230
VAL VERDE	4,800 4,900	48	2,230
(SET CO	UNT CONTINU	ES PAGE 7	0)





ARB\* TOTE BOARD

NASHVILLE

SHARE OF AUDIENCE SIGN-ON TO SIGN-OFF
STATION SHAR

WIN	WSIX-TV	36.4
PLACE	STATION B	35.4
SHOW	STATION C	31.2

\*July 1958



**WSIX-TV** 

NOW NASHVILLE'S

No. 1 RATED STATION . . .

by latest (July) ARB Ratings

From WSIX-TV sign-on to sign-off—latest (July)
ARB ratings show WSIX-TV has the largest audience of any Nashville station!

With a 36.4 share of audience and <u>first</u> place in 188\* quarter hours, WSIX-TV dominates with 1st or 2nd place in 286\* quarter hours out of a weekly total of 388\*.

Lowest cost per thousand, top local programming, together with the great new shows planned by Ollie Treys and ABC, now more than ever make WSIX-TV your most efficient buy in the rich Middle Tennessee-Southern Kentucky-Northern Alabama market.

Call your H-R or Clarke Brown man for availabilities.

\*including ties.

Represented by: H. R. TELEVISION, INC. CLARKE BROWN COMPANY





The SELLibrated (and only full powered) station in the GOLDEN VALLEY

# (Central Ohio)

CHANNEL 13 Huntington-Charleston, W. Va. serving 4 states and 5 prime cities

A COWLES OPERATION Get the dollars and cents story from Edward Petry Co., Inc.

### IMPACT!



### PROVED 3 WAYS AMERICA'S BEST TV BUY

ARB, May 1958 — highest rated station in America in markets of three or more stations.

Stations.

Telepulse 1957 Year-End Review — highest rated station in America in markets of three or more stations for the entire year of 1957. year of 1797.
Telepulse, May 1958 — first in the market 91.3% of rated quarter-hours.



CBS Television Network \* Channel 4 \* El Paso, Texas REPRESENTED NATIONALLY BY THE BRANHAM COMPANY Dorrance D. Roderick, Pres. Vel Leurance, V. Pres. and Gen. Mgg. Dick Watts. Asst. Gen. Mgr.

CHARLES CITY
CHARLES CITY
CLARKE
CRAIG
CLEFEPER
CTMBERLAND
DICKENSON
DINWIDDIE
ESSEX
FAIRFAX

NAT	ΓΙΟΝΑΙ		SET
Texas (contin		AS O	
STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS PER CENT	EHOLDS NUMBER
VAN ZANDT VICTORIA	5,200 11,100	78 58	4,070 6,420
WALKER WALLER WARD	1,100	69	2.840
WALLER	3,000 4,700	75 58	2,250 2,720
WASHINGTON	4,700 5,000 15,200	66 56	3,320 8,480
WHARTON	9,890 2,300	72 52	7,070
WHEELER	2,308	52 80	1,200 28,370
WEBB WHARTON WHEELER WICHITA WILBARGER WILLACY WHLLIAMSON WINKLER WISE WOOD	35,400 5,800	70 57	4,060
WILLACY	6,400 10,000	57	3,640
WILSON	3,100	76	7,480 2,370
WINKLER	3,100 3,400 4,200 4,900	75 76 58 76	1,970
	1,900	60	3,190 2,940
YOAKUM YOUNG ZAPATA	1,000 4,500 1,000	73 69	730 3,100 500
ZAPATA ZAVALA	1,000 2,700	56 56	500 1,510
	2,700	56	1,510
UTAH	233,500	86	201,290
BEAVER	1,000	38	
BOX ELDER CACHE	6.000	90 87	380 5,390 8,600
CARBON	9,900 7,100	55	3,890
DAGGETT	100	40	40
DAVIS DUCHESNE	14,100 1,700 1,100 700	92 44	13,010 750 770
	1,400	55 37	770 260
GARFIELD GRAND	1,300	58	760
IRON	2,800	36 61	1,020
JUAB KANE	1,400 600	37	220
MILLARD MORGAN	2,200 700	61 79	1,350 550
	300	37	110
RICH SALT LAKE SAN JUAN SANPETE	500 103,000	78 94	390 96,860
SAN JUAN	1,300 3,300	44 61	570 2,020
	3,300	61	1,900
SUMMIT TOOELE UINTAH UTAH	1.400	79 83	1,100
UNTAH	1.400 5,400 2,500	44	1,100
UTAH	26,900	92	24,650
WASATCH WASHINGTON WAYNE	1,300 2,700	78 37	1,020
WAYNE WEBER	300 30,500	37 92	110
	30,300		20,100
VERMONT	105,300	85	89,420
ADDISON	4,900	81	
BENNINGTON	7,400 6,800	87 81	4,110 6,460 5,520
ADDISON BENNINGTON CALEDONIA CHITTENDEN ESSEX	18,200 1,700	90	16.460
ESSEX	1,700	87	1.480
FRANKLIN GRAND ISLE	7,900 800	86	6,730 690 2,396 3,580 4,700
LAMOILLE	2,800	85 81	2,396
ORANGE ORLEANS	4,400 5,400	87	4.700
RUTLAND	12,800	86 88	11,000 10,590 6,050
RUTLAND WASHINGTON WINDHAM WINDSOR	12,800 12,100 8,000 12,100	76 80	6.050
WINDSOR	12,100	X0	9,660
VIRGINIA			
ACCOMACK	983,200	78 62	765,170 6,160
ALBEMARLE ALLEGHANY	10,000 14,500	62 74	8,940
ALLEGHANY	7,600 1.700		5,660
AMELIA AMHERST	7,600 1,700 4,500	70	1,130
APPOMATTOX ARLINGTON AUGUSTA BATH	1,900 74,600	70 89	1,330
AUGUSTA	18,000	62 36	66,140 11,710 840
	18,500 1,500 7,500	62	4.720
BLAND BOTETOURT BRUNSWICK BUCHANAN BUCKINGHAM	1,100	57	800
BRUNSWICK	1.900	75 57	2,980 2,400
BUCHANAN BUCKINGHAM	8,000 2,500	54 60	2,400 4,310 1,510
CAMPRELL	-19 200		16.979
CAROLINE	2 700 6,700 3 300 900	77 75	2.030 3.650 2.200
CHARLOTTE CHARLES CITY	3 300	67	2,200
CHARLES CITY CHESTERFIELD	13,000	76 86	11.190

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS	EHOLDS NUMBER
FAUQUIER	5,700	75	4,270
FLOYD FLUVANNA FRANKLIN	2.700	54	1.460
FRANKLIN	1.700	61 62	1,030
FREDERICK	9.700	82	7,910
GILES	5,000	73	3,670
GLOUCESTER GOOCHLAND	3,000	76	2,290
	1.700 5.700	74 59	1.250
GREENE	1.300	61	3,370 790
GREENSVILLE	4,000	67	2,660
HALIFAX HANOVER	9,500 5,900	74 74	7,020 4,350
HENRICO	92,100 13,200	87	89.420
HENRY		7.5	9.920
HIGHLAND	800 3,700	58	460
ISLE OF WIGHT JAMES CITY	2 900	62 76	2,310
KING & QUEEN	1,400 1,700	76	1,060
KING & QUEEN KING GEORGE KING WILLIAM	1,700	71	1,210
KING WILLIAM	1.900 2.300	75	1,430
LEE	7,400	75 72 57	4,190
LANCASTER LEE LOUDOUN LOUISA	5,400 2,900	86	4,650
		73	2.130
LUNENBURG MADISON	3,560	57 60	1,990
MATHEW'S	2,100 1,700	76	1,300
MECKLENBURG	8,000	66	5.270
MIDDLESEX	1,900	76	1.440
MONTGOMERY NANSEMOND	10,500	85 77	8,950 8,040
NELSON	10,400 3,200	70	2,240
NEW KENT	1,000	75 88	750 43,540
NEWPORT NEWS			
NORFOLK NORTHAMPTON NORTHUMBERLAI NOTTOWAY ORANGE	142,100 4,600	88 62	125,640 2,850
NORTHUMBERLAI	2,400 4,200	71	1,710
NOTTOWAY	4,200	66	2,790
ORANGE	3,300	66	2,280
PAGE PATRICK	3,900 3,700	66 55	2,570 2,020
PITTSYLVANIA	27,800 1,200	70	19,470
	I,200	73 67	880 2.530
PRINCE EDWARD	3,800 10.200	75	7,650
PRINCE GEORGE PRINCESS ANNE PRINCE WM	20,000	82	16,360
PRINCE WM	5,800 7,700	86	4.990
PULASKI RAPPAHANNOCK	7,700 1,300	73 61	5,640 790
RICHMOND	1,400	71	1,000
ROANOKE	41,000	87	35,730
ROANOKE ROCKBRIDGE ROCKINGHAM	7.400	56	4.170
ROCKINGHAM RUSSELL	13,000 6,200	73 53	9,500
e cyon	6,600	58	2 840
SHENANDOAH SMYTH SOUTHAMPTON	5,700	66	3,760 4,200
SMYTH	5,700 7,100	59 62	4,200 3,920
SPOTSYLVANIA	6,300 6,700	73	4,890
STAFFORD	3,300	73	2.420
SURRY SUSSEX	1,500	76	1,140
SUSSEX TAZEWELL	2.900	67 57	1.930
WARREN	11,600 4.300	75	6,640 3,220
WASHINGTON	13.300	56	7,390
WESTMORELAND	2,800	72	2,010
WISE	13,100 5,700	58 58	7,660 3,280
YORK	4,600	76	3,510
WASHINGTON	894,300	18	727,990
ADAM8	3,200	78	2,480 2,740
ASOTIN	4,100	67	2,740
CHELAN CHELAN	21,600 14,400	64 65	13,830 9,350
CLALLAM	9,100	80	7.300
CLARK	27,700 1,600	84	23,370
COLUMBIA	1,600	66 69	1,960
COWLITZ DOUGLAS	4.500	37	13,250 2,560
FERRY	19,100 4,500 1,100	66	730
FRANKLIN	7,300	69	5,030
GARFIELD	900	67 65	600 9,540
GARFIELD GRANT GRAYS HARBOR ISLAND	11,600 19,200 4,300	68	13,080
		83	3,590

YORK	4,600	76	3,510
WASHINGTO	M.		
W ASHINGTON	894.300	81	727,990
ADAM8	3.200	78	2.480
ASOTIN	4 100	67	2,740
RENTON	21.600	64	13.830
CHELAN	14.100	65	9.350
CLALLAM	9,100	80	7,300
CLARK	27.700	84	23.370
COLUMBIA	1.690	66	1.060
COWLITZ	19.100	69	13.250
DOUGLAS	4,500	57	2,560
FERRY	1,100	66	730
PRANKLIN	7,300	69	5,030
GARFIELD	980	67	600
GRANT	14,600	65	9,540
GRAYS HARBOR	19,200	68	13,080
18LAND	4,300	83	3,590
JEFFERSON	2,400	81	1,950
KING	293 100	86	252,500
KITSAP	26,500	88	23,440
KITTITAS	6,100	60	3,640
KUICKITAT	4,200	59	2,490
LEATS	11,900	72	10,670
LINCOLN	3,500	77	2,700
MASON	5.01.0	82	4.080
OKANOGAN	8,801	58	5,080
PACIFIC	5,589	61	3,370
PEND OREILLE	2,400	67	1.600
PIERCE	91,800	88	83,340
SAN JUAN	1,100	83	910
SKAGIT	15,800	7.4	11,660
SKAMANIA	1,800	73	1,320

11,190 1,350 520 2,350 960

2,680 12,250

\ashington (continued)

STATE & COUNTY	TOTAL HOUSEHOLDS	TV HOUS PER CENT	NUMBER
SNOHOMISH	46,900	87	40,980
SPOKANE STEVENS THURSTON		88	80,310 4,260 13,370
THURSTON	6,400 16,200	67 83	13,370
WAHKIAKUM	1,000	19	610
WALLA WALLA WHATCOM	13,000	64	8,330
WHATCOM	13,000 24,700 9,100	73	8,330 17,950 6,320 82,600
WHITMAN YAKIMA	9,100 46,800	69 82	82,600
WEST VIRGI			02,000
	514,800	74	382,560
BARBOUR	4,500	54	2,430 6,300 5,710 1,810
BERKELEY BOONE BRAXTON	8,000 7,700	79 74 50	5.710
BRAXTON	7,700 3,600	50	1,810
	6,800	92	
CABELL	34,800 2,000 3,300	91 60	31,520 1,190 2,040
CLAY	3,300	62	2,040
CABELL CALHOUN CLAY DODDRIDGE PAYETTE	2,000 20,500	52 72	1,030
CHAIRTE	1,900	47	988
GRANT	2,100 9,100	53	1,120
GREENBRIER	9,100	71 55	6,500
GILMER GRANT GREENBRIER HAMPSHIRE HANCOCK	2,900 9,700	55 90	990 1,120 6,590 1,590 8,760
HARDY HARRISON		53	1.120
HARRISON	2,100 22,500	59	13,170
JACKSON JEFFERSON	3,400 4,300	69 84	1,120 13,170 2,040 3,630
KANAWHA	70.500	87	61,300
LEWIS LINCOLN	4,500 4,700	54	2,410 3,890
LINCOLN	4.700	83	3,890
LOGAN MC DOWELL MARION	18,000 20,500	78	14,000 14,980 15,490
MARION	19,900	73 78	15,490
MARSHALL.	9.000	87	7,840 4,960 13,990 3,080
MASON MERCER	6,000 19,400 5,600	83 72	4,960
MINERAL MINGO	5,600	55	3,080
MINGO	11,100	78	
MONONGALIA MONROE MORGAN NICHOLAS OHIO	11,100 16,200 3,000 2,100	81 60	13,130 1,810 1,160 4,070 20,560
MONROE	3,000	60 55	1,810
NICHOLAS		62	4,070
оню	22,600	91	20,560
PENDLETON	2,000	54 69	1,070 960
POCAHONTAS	2,700	53	1.440
PENDLETON PLEASANTS POCAHONTAS PRESTON	7,500	63	1,440 4,750
	2,000 1,400 2,700 7,500 5,100	83 65	4,220
RALEIGH RANDOLPH RITCHIE ROANE SUMMERS	23,400 7,200 2,800 3,700	65 55	15,260 3,970
RITCHIE	2,800	48	1,330
ROANE	3,700 4,200	6 <b>0</b>	1,330 2,210 2,540
TAVLOR	4,200	63	2,340
TAYLOR TUCKER TYLER	4,300 2,200 2,400 4,800	54	2,720 1,180 1,640 2,600 6,660
TYLER	2,400	68 54	1,640
UPSHUR WAYNE	4,800 8,500	54 78	6,660
WEBSTER WETZEL	3,900	54 68	
WETZEL	4,600 1,200	68	3,130
WIRT WOOD	1,200	61 64	730
WYOMING	22,800 9,200	67	3,130 739 14,700 6,120
WISCONSIN			
ADAMS	1,112,300	87	971,630
ASHLAND	2,500 5,500	69 78	1,730 4,280 8,740 2,770 27,650
BARRON	10,800	91	8,740
BARRON BAYFIELD BROWN	3,800 30,400	73 91	2,770
BUFFALO		82	3,530
BUFFALO BURNETT CALUMET CHIPPEWA	4,300 2,900	82 74	3,530 2,160 4,970 10,110 6,860
CHIPPEWA	5,600 12,300	89 82	4,970
	9,000	76	6,860
COLUMBIA CRAWFORD DANE		81	
CRAWFORD DANE	11,000 4,400 59,000 17,200 6,500	73 87	3,230 51,090 15,550 5,790
DODGE	17,200	90	15,550
	6,500	89	5,790
DUUGLAS	14,100	84	
DOOR DOUGLAS DUNN EAU CLAIRE FLORENCE FOND DU LAC FOREST GRANT	14,100 7,700 17,700 900	83 89	6,360 15,770 660
FLORENCE	900	73	660
FOND DU LAC	20,800	88	18,380
GRANT	2,300 12,300	73 80	1,690
GREEN	7,500	80	9,880 5,980
GREEN LAKE IOWA	7,500 4,600 5,600	74 73	3.420
IDON	5,600	73	4.110
JACKSON	2,500 4,800	78 79	1,950
JACKSON JEFFERSON JUNEAU KENOSHA	13,400 5,100	90	12,120
JUNEAU	5,100	69 91	12,120 3,520 23,910
	26,200		23,910
KENOSHA	4.700		
KEWAUNEE LA CROSSE LAPAYETTE	4,700 21,600 5,200	89 83	4,180 18,030 4,140

	TOTAL TV HOUSEHOL				TOTAL	TV HOUS	EHOLDS
STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER	STATE & COUNTY	HOUSEHOLDS	PER CENT	NUMBER
LANGLADE	6,000	79	4,710	WASHINGTON	10,300	93	9.470
LINCOLN	6,500	78	5,100	WAUKESHA	35,400	91	32,240
MANITOWOC	20,600	91	18,700	WAUPACA	10,500	90	9,430
MARATHON	23,300	82	18,190	WAUSHARA	4,200	74	3,120
MARINETTE	10,400	84	8,710	WINNEBAGO	30,500	88	26.870
MARQUETTE	2,700	75	2,020				
MILWAUKEE	310,200	92	286,860	WYOMING			
MONROE	8,600	81	6,950		97,100	54	52,270
OCONTO	7,300	89	6,470	ALBANY	6,900	52	3,560
ONEIDA	6,700	72	4,840	BIG HORN	3,700	45	1,660
OUTAGAMIE	25,700	91	23,330	CAMPBELL	1,300	38	500
OZAUKEE	7,700	91	7,010	CARBON	5,200	55	2.880
PEPIN	2,100	82	1,730	CONVERSE	1,600	53	840
PIERCE	6,200	82	5,090	CROOK	1,300	38	460
POLK	7,400	89	6,580	FREMONT	6,200	38 44	2,730
PORTAGE	9,400	81	7,660	GOSHEN	3.700	52	1,910
PRICE	4,600	73	3,340	HOT SPRINGS	1,800	43	780
RACINE	37,200	92	34,140	JOHNSON	1,400	40	560
RICHLAND	5,400	73	3,950	LARAMIE	17,200	82	14,020
ROCK	32,900	86	28,220	LINCOLN	2,300	52	1,200
RUSK	4.500	7.3	3,270	NATRONA	14,600	53	7,800
ST CROIX	7,900	89	7,070	NIOBRARA	1,100	46	510
SAUK	11,300	83	9,390	PARK	6,000	47	2,820
SAWYER	2.900	73	2,130	PLATE			
SHAWANO	9,600	84	8,060	SHERIDAN	2,400	46	1,100
SHEBOYGAN	26,600	90	24.060	SUBLETTE	6,000	45	2,710
TAYLOR	4,700	73	3,420	SWEETWATER	6.600	37 43	330
TREMPEALEAU	6,800	79	5,380	TETON	800	48	2,870
VERNON	7,400	7.9	5,450				380
VILAS	2,900	72	2,100	UINTA	1,700	52	890
WALWORTH	15.000			WASHAKIE	2,100	40	840
WASHBURN	15,000 3.200	90 75	13,550	WESTON	2,300	38	870
			2.390	VELLOWSTONE P			



- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of <sup>3</sup>/<sub>4</sub> million people and two million cows.

**WEAU-TV** 

EAU CLAIRE, WISCONSIN
See your Hollingbery man—in Minneapolis, see Bill Hurley

SPONSOR • 13 SEPTEMBER 1958



### Now, you say when

And how often too! For once programs and commercials are recorded on Videotape\*, scheduling is wide open. Playbacks can be telecast immediately – hours later – or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME + LIVE QUALITY + IMMEDIATE PLAYBACK + PRACTICAL EDITING + TAPES INTERCHANGEABLE + TAPES ERASABLE, REUSABLE + LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA Offices in Principal Cities



\*IH ANPEX COPE

#### VIDEOTAPE

(Cont'd from page 42)

Wade Adv., solved rehearsal time problem by taping commercials for one weekly show while doing live commercials for another on the air; thus all commercials for two different shows are managed the same evening between 8 and 10:45 p.m. All-State Carpet probably is first carpet company to show off its line via color tape. NBC (KRCA is the affil) makes no extra charge for color as part of its tape promotion program.

KCOP, Los Angeles: Taping commercials for clients: White Front Stores, Central Chevrolet, Cal Worthington Motors, So. Calif. Dodge Dealers, Howell Chevrolet. The car dealers appear to be using KCOP tape facilities to make "live" saturation campaigns monetarily practical. AFTRA local talent fee schedules permit unlimited tape replays at \$130 per week. (AFTRA basic fee for a local live commercial up to three minutes is \$27.50, and may be repeated six times for \$130). KCOP will tape its upcoming series with Mae West dispensing advice to the lovelorn, but General Manager Al Flanagan does not foresee syndication "for at least six months when there should be more than 10 or 12 markets to syndicate to."

KTLA, Hollywood: Expects its first recorder in October, its second in December. Plans to do commercials, special events telecasts, syndicate, as well as to test videotape for feature film production (KTLA and Paramount Sunset Corp., both on the same lot, are subsidiaries of Paramount Pictures Corp; employees are IATSE).

KHJ-TV, Don Lee Videotape Recording Service), Los Angeles: Program Director James Higson sees biggest present value of tape facilities in "trial work" (commercials, pilots, screen testing for sponsors). A taped pilot can be piped via closed-circuit to an agency, avoiding expense or risk of doing it live. Max Baer, seeking sponsors for his new KHJ show, landed a beer client through a commercial he taped. He and Don Sherwood, another personality, have pitched other clients same way. Station reports it increased its broadcast

hours by 32 a week through accommodating a car dealer who wanted to sponsor daily movies with commercials done by himself. KHJ is close to a deal for syndicating Hollywood Closeup through Guild Films.

KTTV, Los Angeles: "Nothing in KTTV's 10-year history compares in significance with the advent of videotape," says President Richard A. Moore. "Its implications in terms of versatile programing and reduced costs are revolutionary." Since March. KTTV has been using tape in just about everything. Its hour-long Divorce Court is already in national syndication through Guild Films (30 shows are on tape). Tape is used in station promotion; a taped presentation was recently shown to admen in New York. As for commercials. KTTV has some good "case histories": (1) For Barker Bros. department store, and its agency (Mays & Co.), KTTV taped 23 one-minute instore commercials within five hours at an estimated one-fifth the cost if they had been filmed. (2) For Squirt Bottling Co., KTTV produced five oneminute commercials in three hours making feasible that client's sponsorship of Miss Universe Beauty Pageant. (3) A national record company estimated a saving over film of between \$1,000 in taping two two-and-a-halfminute commercials at the station.

KPIX, San Francisco: All live commercials scheduled for after 10 p.m. release are pre-taped earlier when technical crews are on regular duty; in the day; Saturday morning shows are taped during week. Tape provides a new tool for the pr department; Press previews are now set up at convenient hours or repeated for different groups at different times. Important public service programs are preserved on tape for later promotional use or submission to program awards commitees. KPIX maintains revenue when talent goes on vacation by pre-taping commercials, also uses tape for auditions for prospective clients.

KRON-TV, San Francisco: Experimenting widely in special effects with videotape; has managed many unusual combinations with animated props, unique lighting, reverse polarization, special makeup and costuming. Program Manager Doug Elleson says, (Please turn to page 92)

# "How to be in two places at once"



Mr. Joel Chaseman
Program Manager, WJZ-TV
Television Hill. Baltimore

"We Videotaped\* a busy candidate's campaign speech. He was on the air "live" and actively campaigning at the same time—literally in two places at one time, thanks to our Videotape\* Recorder.



\*TM Ampex Corporation

# Should stations under joint ownership (am & t

With the increasing need for program promotion, three station men discuss the pros and cons of crossplugging their radio and ty outlets.

Jim McNamara, national sales manager, WALA, WALA-TV, Mobile, Ala.



Cross-plug your head off and let the fittest survive

No amount of cross-plugging will help a dog. This is a private theory but a valid one. Take any weak show competing with a program the calibre of Gansmoke, and it is my belief that full-page ads in the newspapers, outdoor billboards, taxi posters, saturation radio and television schedules will help a little rating-wise, but will not accomplish an awful lot.

Perhaps the battle for viewer/ listeners might be compared to the use of salesmanship in a political campaign. The ultimate goal of the political candidate is to "get a vote from each and every registered voter." The battle of the radio and television station is "to get a vote from each and every viewer/listener" (who might possibly be interviewed or polled). The basic rules of salesmanship apply in both cases. The copy must (1) get the viewers' listeners' attention (2) arouse their interest in the show (3) convince them this is the show they do not want to miss (4) arouse their desire to want to see it. and finally, (5) "ask for the order" (ask for their

Of course all of this presupposes that you are programing some broadcast entertainment worth hearing or seeing (there must be "something in it" for the order-signer).

Now, moving to the matter at hand . . . "to cross-plug or not to cross-

plug." Assuming that there is a joint ownership of the radio and television station, it is inconceivable to consider that in "the battle for votes" one would not use every possible medium, consistent with a given budget, and make the widest choices possible.

Certainly, where there is no outlay of cash (other than bookkeeping swaps), the use of the opposite medium (radio to tv or vice-versa) would be the first consideration of any promotion manager. Next, since every show cannot possibly be allocated the same amount of promos, due to the limitations of any broadcaster's schedule, only the real "vote-getting" shows should be plugged. The hope is that if the promotion man "gets the order" on the good ones, by some miracle, they'll stay tuned through the "dogs," and the station will have won the majority of "votes" for each contest (show) throughout the daytime or nighttime schedule.

The boys on the other side of the cross-plugging fence will undoubtedly scream that to remind radio listeners to watch any given television show is suicide, or for their television station to try to sell its viewers on listening to its sister radio station is asking for a reduced tune-in. In rebuttal, let's review the opening statement of the first paragraph: "No amount of crossplugging will help a dog" . . . so we might add . . . no amount of air-selling will convince a red-blooded American to turn off Gunsmoke and listen to the Harry Hatband show on WXXX radio. Conversely, no amount of air-selling will convince a listener to abandon his time-temperature-tunes early morning radio show to watch a travelogue, Lovely Brushwood, Texas on the sister ty station.

So, sage gents, cross-plug your head off and let the fittest survive, and as long as it beats those competitors of yours and you get "the numbers," your Madison Avenue trudging will be happy forever after.

Paul H. Goldman, vice president & general manager, KNOE, KNOE-TV,
Monroe, La.



Wellplanned cross-plugging pays off

Radio and tv stations under the same ownership which do not use their facilities to promote each other's programs and special events overlook the most potent exploitation technique of all.

In the case of KNOE Radio and KNOE-TV, we use both spot and news programs to build listeners and viewers for radio and tv shows, personalities, special promotions and events.

When KNOE Radio schedules anything of a special nature, whether it is a commercial program or a public service promotion or event of community interest, the tv news department promotes it fully with advance pictures, stories and film clips, and runs stories and films during the actual course of the event as well. Naturally, the event or promotion is promoted in advance by a schedule of ID's and spot promos. The same kind of promotion and news coverage is given tv events by radio.

Regular programs on each medium are plugged regularly by the sister station with spot announcement schedules.

Radio d.j.'s are given to exposure via personal appearances on to interview programs and on live dance party shows.

At sign-off, whichever station goes off first on a given night always invites the listeners or the viewers to dial or tune to the other station for the remainder of its broadcast schedule and gives a brief rundown of what is in store for them.

I am convinced that this sort of wellplanned cross-plugging and promotional campaign is greatly responsible for

### \*ross-plug?

KNOE Radio's share of audience being as high as all the other stations in the market put together, and same goes for Monroe having much higher than average sets-in-use day and night.

Nowhere are there two more effective media to reach and sell a sponsor's product than radio and tv. It is well known and thoroughly accepted (to put it mildly) that radio and tv can sell their sponsors' products and services, so why aren't they used more frequently to sell each other. Jointly-owned operations with an eye for economy and an understanding of both media can not only build an audience but draw from the competitor by cross-plugging.

I believe that most operations where both the radio and tv station are jointly owned do cross-plug—and with a high degree of effectiveness.

Harry Mooradian, gen. sales mgr., KGBT & KGB-TV, Harlingen



Cost-plugging can build an audience

Yes, I believe stations under dual ownership should cross-plug. Nationally, there are conditions and situations that prevail in some operations that make it impossible. Of course, they are rare.

Stations with a dual setup which don't cross-plug are missing a most potent and economical means of securing more viewer/listenership. These operations either have overpowering policy reasons against it or have never realized its potential.

Where cross-plugging does exist it meets with high praise. Probably for the same reasons KGBT & KGBT-TV, Harlingen, Texas have continued to use it.

(Please turn to page 94)



# TOP MARKET WITH A BILLION DOLLARS PLUS TO SPEND

SEE YOUR WEED TV MAN AND GET YOUR SHARE

WCSH-TV C

**NBC** Affiliate

A RINES STATION



## SPOT BUYS

### TV BUYS

The Procter & Gamble Co., Cincinnati, is initiating a campaign for its Oxydol. The campaign starts 15 September, runs for the contract year. Minutes during nightime periods are being scheduled frequency depends upon the market. The buyers are Walter Teize and Pat Hawley; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

American Home Products Corp., Whitehall Pharmacal Co., New York, as yet has not completed its buying on Anacin. Buying is in both major and minor markets. Minutes during nighttime slots are being lined up; frequencies vary. The buyer is Jim Curran; the agency is Ted Bates, Inc., New York.

Block Drug Co., Inc., Jersey City, N. J., is going into top markets for its Rem cough medicine. The campaign starts 15 September; minutes during nighttime periods are being used. Frequency depends upon the market. The buyer is Al Sessions; the agency is Lawrence C. Gumbinner, New York.

#### RADIO BUYS

Western Greyhound Lines, San Francisco, is going into West Coast markets to promote fall bus travel. The schedule starts 15 September for nine to 13 weeks, depending upon the market. Daytime and nighttime minutes and packages are being used, during traffic times; frequency varies from market to market. The buyer is Joan Rutman; the agency is Grev Advertising Agency, New York.

McCormick & Co., Inc., Baltimore, is entering top markets for its Fluffy Instant Mashed potatoes. The eight-week campaign starts 15 September. Minutes during daytime slots are being aired; frequency depends upon the market. The buyer is Bob Widholm; the agency is Doherty, Clifford Steers & Shenfield, Inc., New York.

#### RADIO and TV BUYS

J. H. Filbert, Inc., New York, is planning a radio/tv campaign for its Mrs. Filbert's Margarine. Start date is uncertain, but will probably be late September or early October. The schedule will be for eight weeks. In tv, daytime and nighttime minutes. chainbreaks and I.D.'s will be bought; in radio, daytime minutes. Frequencies will vary from market to market. The buyer is Don Ross; the agency is Sullivan, Stauffer, Colvell & Bayles, Inc., New York.

#### RADIO RESULTS

United Fruit Co., New York, is kicking off its banana campaign in top markets. The schedules start 15 September, run for 10 weeks. Minutes and 20's during daytime slots are being scheduled; frequency varies from market to market. The buyer is Ted Wallower; the agency is Benton & Bowles, Inc., New York.





CITES THIS GAS

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

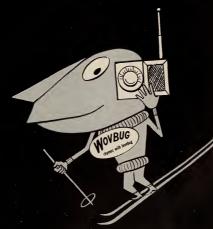
Put "GEE" in your Chicago sales with



wherever they be tit's



over two million Italians agree



The prosperous "WOV Italian speaking community" encompasses over 2,100,000 people in the 17 county New York area and has spelled profit to countless advertisers through the years.

WOV's "Italian City" is actually larger than Philadelphia—bigger than the entire state of Connecticut —over TWICE THE SIZE of any other foreign language group! And it's growing every day. New immigration in the past dec population of Phoenix or Schenectady.



If you want all of greater New York you cannot overlook the Italian market. And if you need increased sales the one radio voice reaching this market is overwhelmingly WOV.

WOV NEW YORK-ROME



## **NEWS & IDEA** WRAP-UP

& Greist.

#### ADVERTISERS

Bonomo's Turkish Taffy, product of the Gold Medal Candy Corp., mapped out its fall advertising budget, with a 100% increase over last year.

Its tv campaign was launched this week, with more than 20 new markets added and penetrating, for the first time, metropolitan centers in southern and Pacific coast regions, as well as additional states in the midwest.

Last year, Bonomo's campaign centered in markets east of the Mississippi only.

Agency: Emil Mogul.

Other new campaigns include these:

· La Rosa, launching its largest ad campaign with saturation tv and radio, to be tied in with a contest offering more than 1485 prizes. Markets scheduled for this: New York, New Jersey, Albany, Baltimore, New Haven, Hartford, Philadelphia, Pittsburgh and Providence. Agency: Hicks

. Du Pont will mark the approach of winter with a concentrated campaign via network and local tv for its Zerex anti-freeze, Beginning next week, and continuing through 9 November, the company will participate on the Steve Allen Show (NBC TV), and in a sports program See The Pros. to be shown in selected markets

throughout the country.

· Scott Paper Co. has realigned its fall tv schedules, giving it a dominant 546 commercial minutes this season, as compared to 156 minutes last season. Leading off is the Father Knows Best series, and then participations on the daytime Play Your Hunch, Love of Life, Verdict is Yours and Secret Storm shows, all on CBS TV.

· Bell Telephone will use the month of October to promote its bedroom extension phones, with one of the most concentrated sales drives in its history. Plans include radio and ty spots, supplemented by newspapers and magazines.

· Ralston Purina Co., starts its campaign the end of this month for its hot and cold cereals, via Bold Journey (ABC TV), saturated radio spots in 10 major markets, and print. Agency: Guild, Bascom & Bonfigli, San Francisco.

Pillsbury has cleared the way for diversification outside the milling busi-



# **PICTURE** WRAP-UP





Miss Peaches & Cream, Marlene Evans, surrounded by d.j.'s who chose her: (1 to r) Bill Bainter, KUTI, Yakima; Art Simpson, KOL, Seattle: Gil Henry, KJR, Seattle; Hal Simmons, KIT, Yakima and Frosty Fowler, KING, Seattle

Rep service to agencies is demonstrated by host Howdee Meyers, of Venard, Rintoul & McConnell as he propels Jim Mayfield, of D'Arcy, around pool at second annual pool and picnic party given St. Louis ad people by rep firm, V,R&M

Sealed with handshake: Frank Headley (2nd 1), pres., H-R Tv, Inc., Frazier Reams, pres., WTOL-TV, Toledo shake on rep contract. Watching, Frank Pellegrin (1), v.p., H-R; Thomas Bretherton (r), v.p., gen. mgr., WTOL-TV



ness

It has dropped the "Mills" from its name, and become The Pillsbury Co.

Merger: The Squire Dingee Co., Chicago, and Beatrice Food Co. Squire Dingee, producers of pickles and jellies under the "Ma Brown" brand, will retain its identity with the same officers, management, products, brand names, distribution and manufocturing plants.

Strictly personnel: Walter Greenwood, appointed manager of marketing for the General Electric Receiving Tube Department... Joseph Osterman, named Chicago district representative of the Electric Auto-Lite Co.'s Electrical Products Group.

#### **AGENCIES**

The J. H. Filbert account, which last year spent about \$300,000 in spot tv, has quit SSCB for Y&R.

Seems that SSCB and the new marketing authorities at Filbert haven't been seeing eye to eye. The account is budgeted at around \$1.5 million

Agency appointments: Warwick & Legler, for Mennen's Spray Deoderant and Speed Stick for men. Last June, W&L got Mennen's Skin Bracer, Cologne for Men, and its new Gold Crest Toiletries gift line, bringing the total Mennen business at the agency to \$3 million . . . Ketchum, Mac-Leod & Grove, for the Scott Paper Co.'s Hollingsworth & Whitney division. KM&G presently handles Scott's Industrial Packaged Products, Dura-Weve, and Foam divisions, and product publicity on its consumer products . . . Leo Burnett, for Phillip Morris' Mayfield Menthol Cigarette . . Keyes, Madden & Jones, for Oral

Roberts Evangelistic Association . . . Add more re appointments: Fuller & Smith & Ross, for Cool-Ray, Inc.

of Chelsea, Mass . . . Calkins & Holden, for Duofold, Inc., Mohawk, N.Y.. manufacturer of underwear and outerwear . . . Daniel F. Sullivan, Boston for Cliequot Club Co., Millis, Mass . . . Powell, Schoenbrod and Hall, Chicago, for the newly created Slenderella Hosiery division of Munsingwear, Inc., Minneapolis . . Abbott & Earl, Inc., Houston, for Southern Fabricators Corp., Shreveport . . . Cole Fischer & Rogow, Beverly Hills, for Zia of California.

Thisa and Data: James Kelly, v.p. of Ellington & Co., joins the regiment of Madison Avenue novelists. He'll have a novel, *The Insider* (Holt), with an ad business theme, coming out next month.

They're expanding their quarters: J. E. LaShay & Co., Chicago, has moved its offices to N. State St., and changed its name to Shaffer, Lazarus and LaShay, Inc. . . . The Detroit office of Jaqua Advertising, has



The cat and the mouse: Kitirik, star of Kitirik's Party, KTRK-TV, Houston, visits "Mickey Mouse" at Walt Disney sets in Hollywood as guest of ABC TV

Shooting at San Quentin are the film and sound crew of KNXT, Los Angeles, for hour-long factual program dubbed Thou Shalt Not Kill. Crew shot at "Que" for two days, interviewing the immates



99 years of Dr. G. H. Tichenor Antiseptic Co. is celebrated by (1 to r) James Noe, Jr., v.p., James A. Noe Radio; James Odom, v.p., Robert Moore Parker, pres., Dr. Tichenor's; John Vath, sls. mgr., WWL, New Orleans; Aubrey Williams, pres., A. Williams Advertising



moved to larger offices at 817 Penobscot Building.

They became v.p.'s: Harry L. Case, elected a v.p. of Creamer-Trowbridge Co., Providence . . . Robert Hawkins, v.p. and account supervisor, Western Advertising, Chicago . . . Jerome Greenberg, v.p. at Scheck Advertising, Newark . . . Robert Cunningham, v.p. at William Schaller Co., West Hartford.

Other agency personnel moves: Harold Cabot, named chairman of the board and Edward Chase, president and treasurer of Harold Cabot & Co., Boston . . . Ralph Yambert, named manager of the west coast operation of MacManus. John & Adams . . . H. Taylor Protheroe, general manager, Cobak-Jessop Advertising. Akron . . . Robert Soderberg, to the Hollywood office of B&B as an agency producer . . . Harold McCormick, account manager, D.F.S... George Lucas, copy supervisor, VanSant, Dugdale & Co., Baltimore . . . Ralph Braun, director of public relations, Hazard Advertising, New York . . . Donald Daigh, director of the tv/ radio department, Henderson Advertising, Greenville, S.C.

More on the move: Allan Clamage, copywriter in the Detroit office and Norman Church, account executive in the Hollywood office of Grant . . . James Cornell, to the ty/radio department of N. W. Aver & Son as program analyst . . . H. T. Eckhardt, account supervisor, W. S. Walker Advertising, Pittsburgh . . . John Roth, account executive, Hicks & Greist . . . Phil MacMurray, to the creative staff. Daniel F. Sullivan Co., Boston . . . Patrick Comer Jr., director of marketing and research. Hege, Middleton & Neal Advertising. Greensboro, N. C. . . Clyde Rapp, account executive and manager of the Dayton office, D-F-S . . . Joel Harvey, production manager in the Los Angeles office, K&E . . . Kay Ostrander, to Anderson-McConnell, Los Angeles, as media supervisor . . . Newt Mitzman, manager of commercial production in the tv/radio department. Ogilvy, Benson & Mather . . . Bart West, to the creative staff of McCann-Erickson . . . Jacquelin Molinaro, media buver, Donahue & Coe, Los Angeles . . . Dick Schild, to the creative staff, Charles Anthony Gross Advertising.

### NETWORKS

All four radio networks combined to do a closed-circuit broadcast re the Pepsi-Cola announcement campaign beginning next week (17 September).

This was the first time that the major networks have produced a broadcast of this type. It featured, along with the top men from each web, Pepsi's new "Refreshment Song."

Pepsi's saturation radio campaign will last through Christmas, and involves 489 million commercial minutes of radio time.

The broadcast went to all network affiliates

Here's how the RAB ranks the lead-

ing network radio users for the second 1958 quarter, as based on time purchased:

- 1. Bristol-Myers
- 2. Ford

4.

- 3. General Motors
- Midas Mufflers R. J. Reynolds
- Brown & Williamson
- 7. General Mills 8. William Wrigley
- 9. Pabst
- 10. Plough
- 11. Exlax
- 12. California Packing
- 13, Colgate 14. Hudson Vitamine
- 15. AFL-CIO
- 16. American Motors
- 17. Lewis Howe
- 18. Hertz
- 19. American Optical 20. Liggett & Myers

How the specials did: Nielsen reports a 25.8% average audience rating for all specials aired last season (September-March).

By program type, they ranged from a 15.9 for the eight documentaries, to a 33.0 for the 13 comedies. The most numerous group (18 varieties) averaged 25.4 while the 11 dramas were clocked at 24.8.

(For a table and commentary on this vear's specials, see page 44)

Campaign: As part of its Memory Vision campaign, NBC Radio is sending out a new kind of presentation to promote its evening show. Nightline.

The brochure contains six pieces of abstract art, designed to match the

### Topeka has 1 TV Station WIBW-TV is it

### That's Why NOBODY FROM NOWHERE Can Saturate TOPEKA

like WIBW-TV SATURATES TOPEKA



### ALL DAY---ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka market.

. WIBW-TV commands the viewing audience. Note current Share of Audience Monday-Sunday

6 p.m.-12 Mid. 7:45-12 N. 12N.-6 p.m. 57.0% 50.3% 51.1% In the 447 rated quarter-hours ... WIBW-TV ranked FIRST.
 In the top 15 Once-o-Week shows (with an average program rating of 44.13) ... WIBW-TV had an average rating of 37.69%.

of 37.69%.
WIBW-TV serves 38 rural and urban counties in the heart of
Kansas... where total grass income for 1957 was
\$719,277,000.00. 1958 is a banner year.
WIBW-TV saturates 218,190 TV hames.

Survey Figures Prove WIBW-TV's Value

Not even the combined efforts of 3 distant Kansas City TV stations can be-gin to dent the Rich Tapeka Market, according to a current survey.

Share of Audience Monday-Sunday

7:45 12N 6 p.m. 12N 6p.m. 12 Mid. WIBW-TV, TOPEKA 57.0% 50.3% 51.1% 
 Sta. A, Kansas City 10.7
 10.0
 9.7

 Sta. B, Kansas City 6.1
 10.4
 9.6

 Sta. C, Kansas City 13.4
 14.7
 15.3

WIBW-TV CBS-ABC Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNODEL, INC

These discriminating listeners choose FM for the kind of programming not generally offered elsewhere. These are loyal and appreciative listeners with high interest in their favorite music. They listen to Milton Cross on KRHM-FM who leads an ever increasing number of them to new musical experience.

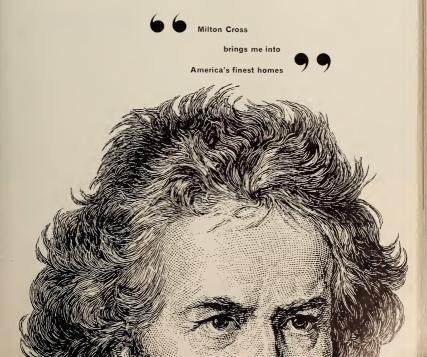
Ask The John E. Pearson Company about the KRHM-FM audience.

KRHM-FM LOS ANGELES

THE HARRY MAIZUSH STATION FOR SOUTHERN CALIFORNIA 58,000 WATTS TRANSMITTING FROM MT. WILSON

Programming designed for FM circulation to America's finest homes

The Milton Cross Show produced for KRHM-FM is also available on FM in major markets throughout the country





WAX REALLY SHINES!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



### JACKSON, MISSISSIPPI

is the #1 market buy!

BUSINESS TREND lists Jackson as city with most improvement (9 point gain) over last year.

FORBES lists Jackson as leading the top 10 cities in business gain over last year.

U. S. NEWS AND WORLD REPORT lists Jackson among "Cities where Business is Best."



is the best media

buy in Jackson!

REPRESENTED BY KATZ

copy terms used in describing the program: tuneful, thoughtful, humorous, informal, vital and personal. These designs were put through a m.r. test to determine whether they fit into the mood of the copy.

ABC will broadcast for a couple weeks stereophonic music to its tv and radio audience in five cities via its Lawrence Welk Plymouth Show. This experimental "first" requires the home viewer to tune in the music on his tv and radio sets.

Network sales: Lever Bros., for three daytime NBC TV shows, exceeding \$2 million. The shows: Country Fair, Treasure Hunt and Haggis Baggis . . . The Sweets Co. of America, for two segments of ABC TV's Mickey Mouse Club, in addition to Tales of the Texas Rangers. Agency: Henry Eisen.

### FILM

Schlitz (through JWT) has made another large regional syndication buy.

The buy: CNP's Flight in more than 20 southern and southwestern markets.

Other initial buyers for the new series: F&M Schaefer (BBDO), for Philadelphia, New Haven and Albany; Kroger Co. (Campbell-Mithun), in the southeast; General Electric. Louisville; and the Triangle stations.

Other sales:

• Three eight-market regional buys have helped up Screen Gems Rescue 8 market total to 75. (See FILM-SCOPE, 6 Sept.)

Buyers include: West End Brewing, for Utica Club Beer, in eight New York State markets; Prince Macaroni, eight New England markets: Weingarten Markets, eight Texas markets.

Also, Purity Biscuit Co., two Arizona markets; Miles Labs, six west coast markets; Salt Lake Maitress Co., Salt Lake; Millers Markets and Carter Petroleum, Denver; Boynton Bros. Tires, Bakersfield; Grescent Creamery, Reno; Producers' Dairy, Fresno.

Miller Brewing and Pan American Bank, Miami; San Antonio Savings, San Antonio; Household Finance, Buffalo; Super Duper Markets, Columbus; IGA, St. Louis; Big Eight Stores, El Paso.



# HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13



acceptance hirty nine ... talented local personalities are featured on WCCO Radio. By providing entertainment and service keyed perfectly to the tastes and needs of their vast audiences, they have become well-known, well-liked and welcomed. The acceptance they have gained can't help but rub off on your product when it's advertised on WCCO Radio!

WCCO Radio delivers...

MORE ADULT LISTENERS than all other Minneapolis-St. Paul stations combined!

MORE MARKET . . . 1,014,720 radio families in 114 basic area counties of *Minnesota*, *Wisconsin*, *Iowa* and *South Dakota*.

MORE ACCEPTANCE through vitality of modern programming for the audience you want to reach.

Call or write for full facts.

Nothing sells like acceptance.

CCO Radio

MINNEAPOLIS . ST. PAUL

The Northwest's' Only 50,000-Watt 1-A Clear Channel Station Represented by CBS Radio Spot Sales

+ Nielsen Station Index. May-June. 1958 / Station Total, 6:00 AM - 6:00 PM, Mon, - Fri.



OUR PUP GOES FOR THAT DOG FOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with



Channel 9-Chicago

Things you should know about

### KMSO

- ★ 191,000 WATTS POWER
- \* CBS, ABC, NBC PROGRAMS
- ★ SINGLE STATION MARKET
- ★ 45,000 TV FAMILIES
  - ★ LESS THAN 1ºº PER M
  - \* SUPER SHOWMANSHIP
- \* SUPER SALESMANSHIP
- \* SUPER CRAFTSMANSHIP

. . . and now that you know

GILL-PERNA-OR

KMSO channel 13

MISSOULA, MONTANA

Ten stations have also bought the

• Thirteen new renewals for ABC Film's 26 Men have brought the market tally to 44.

Among the renewing sponsors are Coca-Cola, Pac-a-Sac Stores, Molson's Brewery, El Paso Mutual Federal Savings and Loan, and S. H. Deroy Jewelers.

 The five Triangle stations this week bought segments of AAP's Gold Mine Library. Other features were purchased by KMTV, Omaha, WESH-TV, Daytona Beach; WGEM-TV, Quincy; WJRT-TV, Flint; WZKO-TV, Kalamazoo. In addition, WSOC-TV, Charlotte, bought segments of the Johnny Jupiter series.

#### In the foreign markets:

TPA is negotiating with several Iron Curtain countries for film exchanges.

Foreign operations v.p. Manny Reimer returned this week from meetings with Russian, Czechoslovakian and Polish tv officials. All expressed interest primarily in two TPA shows: Lassie and Fury.

Here's where negotiations stand in each of the three countries:

- Russians are not yet making any deals, although negotiations have begun.
- Czechoslovakia has worked out a specific agreement with TPA, and officials are now awaiting a formal go-ahead. First trade would be for a series of 13 Czech films.
- An exchange with Poland is still in the talking stage.

Strictly personnel: Richard P. Moran, Jr., named account executive, CBS TV Film. He'll be covering Indiana . . . Stan Levine, appointed press editor, CNP.

### RADIO STATIONS

KREM, Spokane, is tooting its whistle as a lost steer rounderupper. The station recovered three of them for a couple in Fairfield, Wash., who discovered, one morning, that they (the steers) had wandered away.

Success story: Dick Sinclair's Polka Party, on KFI, Los Angeles, started as a 15 minute show back in 1953; in 1954, it was lengthened to 30-minutes; in 1955 another 30 minutes was added:

in 1956, it became a two hour show; in 1957, Dick Sinclair was spinning platters for three hours; and today, another hour has been added on Saturday evening.

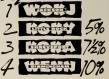
KFI holds this as proof that the Polka and it's varied tangents has its roots with the listener's of Southern California.

If Mohammed won't go to the mountain, here's how the mountain comes to him: Last week, WBBM, Chicago, staged a "talent airlifi," flying nine of its top personalities out to Minneapolis to outline the station's broadcasting philosophy to a Minneapolis agency group.

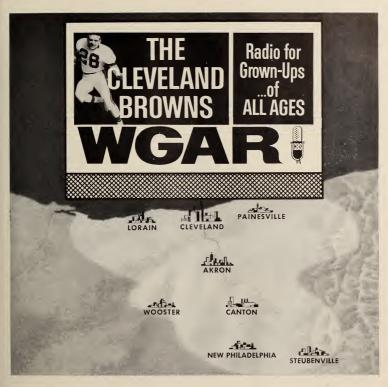
Covering the news: Just moments after a recent armed robbery in Columbus, WMNI had its news director on the scene, and scored an exclusive interview with the manager of the robbed finance company.

Airing the editorials: WIP, Philadelphia, started expressing its opinion on vital subjects this week, with an editorial in favor of civil defense . KNOK, St. Louis, also aired its first "radiotorial" urging the city against









# We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grown-ups... of all ages.

For example, this fall, WGAR presents professional football at its exciting best featuring the Cleveland Browns. Dynamically reported for Northeastern Ohio's big sports-aniaed radio audience by top sportscaster Bill McColgan . . . whose colorful game descriptions are seats on the 50-yard line for thousands of the Browns' faithful and enthusiastic fans.

WGAR maintains this policy in all its programming ... good music ... variety shows ... sports ... accurate news coverage ... drama—featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups

# WGAR CLEVELAND OHIO\*

The Peoples Broadcasting Carparation WRFD-Warthington, O. • WTTM-Trentan, N. J. WMMN-Fairmant, W. Va. • WNAX-Yankton, S. D. KYTV-Siaux City, Ia.

\*Represented by the Henry I. Christal Campany

adopting a reduced garbage collection recommendation.

Station transfers: KRAM, Las Vegas, sold to Authony Morici and A. R. Ellman, owners of KIST, Santa Barbara... KCMR, McCamey, Texas. to Robert E. Stuart, Dallas manager for Clarke Brown Co. (Brokered by Hamilton, Stubblefield, Twining & Associates.) Change in call letters: KTSA, a pioneer in San Antonia since 1922, gave way this week to KAKI, which will continue under the same ownership—The McLendon Corp.

### Promotion ideas at work:

Chuck Breece, d.j. on WFBM, Indianapolis. has just completed a four-block measuring stint—hot dog, by hot dog. It all started when he announced a contest on his show, to guess the number of hot dogs it would take to stretch from the WFBM radio studios to the Hi-Fi distributors, four blocks away. Winner received a year's supply of hot dogs.

Station manager, Dave Froh, of

WILS, Lansing, aired a "first" live broadcast from a jet bomber. Flying at speeds up to 600 miles-an-hour, he set up direct communication with the station, and described the sights to listeners.

- WMET, Miami, is sending out its first progress report, after two months of active ownership and management. Enclosed with it, is the station's new rate card, and a list of studies it made, new programing it plans, and recent advertisers on the station.
- WIP, Philadelphia, launched its attack on rock 'n roll last week, by devoting an entire day to the listenable sounds of big bands only—old and new. Also featured was live, tape and beep-phone interviews with leading big band personalities.

Anniversary: WWRL, New York, celebrates 32 years of broadcasting under the same management and ownership. A special Homecoming party was held at the station for the occasion. Station staffers: Tom Thuman,

appointed general manager of WORD, Spartanburg . . . Ray Owen, general manager, KCEE, Tucson . . . Edward Kemp, program-production manager for KDYL, Salt Lake City . . . Paul Kasander, named promotion manager for WABC, New York . . . Ray Colonair, local sales manager and director of community relations, WICC, Bridgeport . . . George Berkeley, news director, WILD, Boston . . . Robert Hodges, to he sales staff, WJBK, Detroit . . . Elliott Litt, program director, KPAL, Palm Springs . . . Larry Lane, account executive at WTTM, Trenton, N. J.

#### TV STATIONS

WBTV, Charlotte, racked up a first this week: the first tv station to tape a program in color and play it back on the air.

The program, The Betty Freezor Show, was taped on an RCA color video tape recorder, and played back an hour later. (See Special Report on Videotape, page 40.)

The Oklahoma Criminal Court of Appeals affirmed the right of tv cameras to cover court trials.

The defendant in a burglary case had appealed the jury's verdict on the grounds that his rights were jeopardized by the admission of tv cameras in court.

The NAB, concurring with the court's opinion, hailed this decision, which gives radio and tv equal status with the press in covering court trials.

BAR is extending its tv monitoring activities to include additional 230 tv stations in 100 city areas. This raises the total number of BAR monitored stations to 312.

One of the major features of this extension will be the monitoring of local breaks around prime network programs.

Each of the 100 new markets will be monitored four times a year.

KTTV, Los Angeles, has climaxed its 18-months research project with the development of a saturation package.

The plan: A single sponsor, by utilizing eight syndicated programs, can reach 85-95% of Southern California homes during a four-week period.

To service twice the number of spon-(Please turn to page 92)



The New KIOA - 1st in Des Maines

## to sell the <u>most</u> Hoosiers be sure your product is cooking in the hottest pot!



every minute is a selling minute on WFBM4

• First all day . . . "most listened to" and hottest of any as indicated by recent audience studies!\*

Why? Because WFBM sounds good to Hoosiers—fresh, exciting and neighborly. It's the "go-ingest and growingest" station in the market!
City's biggest news staff of 12 men and 3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . fast-moving world-wide coverage

by exclusive WFBM-TIME Washington News Bureau.

Top personalities are warmly human, strongly appealing. Their audiences grow week after week . . . and remain attracted to WFBM's popular, more diversified programming.

You have every reason to place saturation spot campaigns here, where you reach an even larger cumulative audience. Check WFBM first—where every minute is a selling minute!

\*C. E. Hooper, Inc. (7 a.m. - 6 p.m.) June, 1958

Represented Nationally by the KATZ Agency

we were talking about good television commercials...



and the name Cascade came up...



#### FILM-SCOPE

13 SEPTEMBER 1958

Copyright 1958
PONSOR PUBLICATIONS INC

Two more national advertisers are seriously considering syndication as their next tv strategy.

Advertiser #1: Pepsi-Cola, via Kenyon & Eckhardt. Pepsi just bought a heavy radio schedule, and is considering syndication as its tv move (since its original plans for a spectacular were cancelled).

Advertiser #2: Dow-Chemical, via MacManus, John and Adams. Although no presentation has yet been made to the client, the agency thinks syndication is a natural tactic for next year.

First-run syndication will be the heavy ammunition in a pending battle among four brewers for leadership in the Chicago market.

All but one have picked half-hour films as their tv weapons.

The brands and their local tv strategy:

- · MILLER HIGH LIFE: Two half-hour shows per week on WGN-TV.
- . SCHLITZ: Three half-hour shows on WNBQ and one half-hour on WGN-TV.
- . BUDWEISER: A half-hour weekly on WBKB.
- HAMM: The exception to a syndication policy, Hamm is spending about \$6,000 a
  week for minutes at night, along with supplementary other-type schedules.

100

Those dribbles of new-to-tv pre-'48 features that are coming from major distributors are being snatched up by stations as soon as they're made available.

The obvious reason: To freshen fading feature film stockpiles.

Two more packages were made available this week. Included are:

 About 50 additional Warner Films, from AAP, that were originally held back for theatrical re-release.

· A new package of 86 20th Century features, from NTA.

In addition there will be another package this fall from Screen Gems, which will include about 50 Columbias and Universals.

(For an up-to-date report on how the current supply of features is holding up, see p. 44)

Nationwide Insurance won't be going into a new series until January, even though cut-off dates on its current Mama series have already started.

Bulk of the cut-offs in its 36 markets will be December. Part of the reason for the delay: Nonwide's agency, Ben Sackheim, still can't find a new series that's as compatible with the product as Mama.

Rheingold's buy (via Foote, Cone & Belding) of CBS TV Film's Rendevous in three eastern markets (New York, New Haven and Binghampton) was something of a record in program costs.

The brewery paid more than \$10,000 for show alone (per episode) in the three markets.

.

You'll be seeing a lot more merchandising among banks that use syndication. Bankers, especially away from New York, are beginning to apply the latest techniques of promotion and exploitation in going after new business.

-

(For further news on film developments see NEWS AND IDEA WRAP-UP, page 80.)



#### MARKETING WEEK

13 SEPTEMBER 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

Tv and radio may soon be airing new cigarette themes.

Reason: it looks like the bloom is off the filter sales boom. Filter sales for the second quarter were down from the first three months. But cigarette sales overall were not down. Brisk sales by Pall Mall was cited as one factor in the strong non-filter showing.

The eigarette industry is particularly sensitive to changes in public taste and moves fast when smoking habits show a new trend. If filter sales don't pick up, look for new commercial approaches on the part of both filters and non-filters.

Don't underestimate the marketing importance of the small specialty store, Grey Advertising warns.

Marketers have become so enamored with the retail giants, the agency says in its monthlyter, they are developing blind spots—particularly to the small store designed for 60-second shoppers.

The growth of such stores was ascribed to the failure of big retailers to offer consumers speed and convenience in shopping.

The first national tv spot campaign by a men's hosiery maker will hit the consumer starting 22 September.

The advertiser is Interwoven Stocking Co. Five markets have been bought: New York, Chicago, Philadelphia, San Francisco and Lancaster, Pa. Interwoven will use a song popular in the 30's for its musical theme. Title: Happy Feet.

Station merchandising can be too effective sometimes.

Some station crews have become sharp enough to take orders from stores for advertisers. This is strictly off-the-cuff, of course, and is confined to independent outlets.

However, some stations have begun to complain that clients are beginning to expect this added service. So station men are trying to discourage it. It's an effective technique when used sparingly, said one station man, but can put an impossible burden on merchandising crews if advertisers come to consider it part of the station's regular merchandising service.

Highway retailing has been an important factor in bolstering auto radio listening.

And it looks like it's going to become even more of a factor. Doyle Dane Berbach's merchandising director, E. B. Weiss, calls highway retailing The Next Great Retailing Revolution. Weiss takes an in-depth look at this field in the eighth of his marketing and merchandising studies published by the agency.

He describes a fast-growing trend on the part of retailers to open up in solo locations as opposed to the shopping center type of operation. Even the food super is showing an interest in such locations, he says.

The food super's interest, Weiss concludes, shows it is satisfied it can—entirely by itself—draw all the traffic required for a profitable food plus non-food operation.

The growth in highway retailing means: more driving, more nighttime shopping, more Sunday shopping, more drive-in shopping, more family shopping.



13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### **WASHINGTON WEEK**

The FCC returned from its August vacation to find that not a single one of its problems had evaporated while it was away.

The Clear Channel case, the appeal of the daytimers for longer operating hours and the specific proposal to duplicate stations on half of the 24 clear channels were among the questions in the immediate mill.

The Barrow Report remains to be acted upon, with its sweeping recommendations for classifier in the two reports and its report dealing with programing is still awaited, however.

Only in the case of allocations of tv channels does the Commission appear to have anything like a breathing spell. The final findings of the Television Allocations Study Organization as to the capabilities of UHF will not be available before the end of the year.

The TASO report, aside from delving into what sort of coverage UHF can really provide, will also concern interference problems, perhaps to the extent of shedding some light on plan such as that proposed by ABC to drop-in new VHF assignments at shorter distances.

Another matter which is causing the Commission more concern than almost anything else took the center of the stage this week.

Specially appointed FCC hearing examiner, retired Pennsylvania Supreme Court chief justice Horace Stern, kicked off the FCC's Miami channel 10 hearings.

The hearings will rehash all the scandal dug up by the Harris House Commerce Legislative Oversight subcommittee. The Appeals Court has directed the FCC to delve into whether any of the applicants should be disqualified because of improper activities in connection with the case. Also whether the final award to Public Service Television should be voided because ex-Commissioner Richard A. Mack should have disqualified himself from voting on the case.

Public Service Television, National Airlines subsidiary, is not the only applicant under a cloud for allegedly improper approaches to Commissioners, although it did win out in the end. Losing applicant Col. A. Frank Katzentine is also in danger of disqualification.

First stage of the hearings saw FCC assistant general counsel Edgar W. Holtz trying to establish that Katzentine had brought as much pressure to bear as he could.

Katzentine was charged with seeing Mack twice, with having had a number of others contact the ex-commissioner, and with attempting to secure the aid of a number of Senators. Later on, the incredible dealings between Mack and Thurman Whiteside—retained by National Airlines—will be explored.

The FCC is not particularly upset because it may be necessary to label these two applicannot be a miscreants. It appears to have been a time-honored custom to approach Commissioners off-the-record in contested cases.

If the Public Service license must be cancelled, many other contested cases may be similarly reopened.

Even while TASO solemnly measures ulf coverage and potentialities, and while the FCC keeps open its proposal to switch to uhf, the last remaining uhf lobbying group went on a part-time basis.

The one-and-only employee of the Committee for Competitive Television, executive director Wallace Bradley took a full time job with the radio-tv center of Syracuse University.

199



#### **SPONSOR HEARS**

13 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Falstaff—mainly because of its production expansion—has nudged Ballantine out of its long-held position as No. 3 seller among beers.

The top two, in that order, are Schlitz and Budweiser.

If there's any broadcast organization that takes the motto "Plan Ahead" seriously it's CBS.

In tv it operates on a five-year forecast, with the blueprint revised each year. The original long-distance plan, set up in 1948, was for 20 years.

•

If you want an insight into how the print media are faring in the soap-toiletries field, note this:

Benton & Bowles, which is the largest P&G agency, has but one P&G brand— Crest—currently in a major magazine campaign.

•

The marketing director of a food account is observing with impatient eye his admanager's tactics of playing the tv program executives of two of its agencies against each other.

Already one of the agencies has felt that its own program man on the account wasn't taking the competition bitterly enough and has replaced him. The marketing director now feels that the intramural hubbub may be getting out of hand.

•

If there's one feature that distinguishes Lever from P&G, it's the basic philosophy of production.

P&C is in the business of producing products for itself, whereas Lever is more interested in keeping its plants running at capacity—even if somebody else's label appears on the goods.

Hence about 50% of the shortening Lever produces goes to private brands, which not only are in direct competition with but undersell its own brand, Spry.

Sponsors of network tv plainly are not interested in the occult.

CBS TV made the admission this week, noting that prospect after prospect during the rest selling season observed the would be glad to watch this type of show but that he wouldn't underwrite it.

Among those put on the market this spring:

Witchcraft, The Veil, Tales of Frankenstein, One Step Beyond, the Invisible Man, the World of Giants.

Some of the long-lasting programs have interesting origins. Here's one:

Truth or Consequences originally emerged from a sideshow which Compton staged with Ralph Edwards, who was then one of its announcers, for a meeting of P&G district sales directors.

Another piquant recollection about T or C: When the air version was put together, the producer recorded about 30 versions of the Bronx cheer before the one with the right pitch and implication was chosen.



#### **QUAD-CITIES**

ROCK ISLAND . MOLINE E. MOLINE . DAVENPORT

now the nation's

## 47th

#### TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

## WHBF-TV

CBS for EASTERN IOWA

REPRESENTED BY AVERY-KNODEL, INC.

#### I DON'T WANT JUST A JOB!

... I want a "position" as a Promotion Executive.

Heavy Radio-TV experience ranging from Local to National Sales Development, Advertising, Promotion, Merchandising and Exploitation in Network Radio, Local & Network TV, Film Syndication and Ad Agency business.

Currently in NYC, but willing to make move for long range opportunity.

Excellent references.

For details contact

Box 21

**SPONSOR** 

#### WRAP-UP

(Cont'd from page 84)

sors possible with a single eight-show package, KTTV is offering two unduplicated packages, "The Big Reach" and "Cover-All".

Station application: Joseph Bryan, president of the Jefferson Standard Broadcasting Co. submitted, this week, an application to the FCC to construct and operate a \$1.5 million tv station in Greensboro.

The company, a wholly-owned subsidiary of Jefferson Standard Life Insurance Co., presently operates WBT AM & TV, Charlotte and WBTW-TV, Florence, S. C.

For public service: WVEC-TV, Norfolk, offered to televise educational programs daily, in case the schools are closed during the intergration crisis.

Paul Schweitzer, chairman of the Norfolk school board accepted the offer this week.

Idea at work: In line with NBC:TV's "Vote for NBC" campaign, and the general political atmosphere of an election year, WFBM-TV, Indianapolis, has launched its audience promotion under the theme: "Mr. Six, Favorite Son in Indiana".

Thisa and Data: WNTA-TV, New York, televised a two-hour spectacular last week, dubbed What Will Channel 13 Be Made Of? The special production was designed to tell viewers what they'll be seeing during the coming season.

Strictly personnel: Alvin Slep will head the newly consolidated publicity and exploitation departments of WRCA & WRCA-TV, New York; John O'Keefe remains as publicity manager ... Keith Royer, named assistant

promotion manager, KETV, Omaha
... John Conley, general sales manager; Robert Pryor, director of promotion and information services; John Dolphe, program director, at WCAU-TV Philadelphia ... Nicholas Pitasi, named sales account exectuive, WABC-TV, New York ... William Flynn, apointed national sales manager at Menry Davis, program manager at WAGA-TV, Alanta.

#### VIDEOTAPE

(Cont'd from page 71)

"We're attempting to reproduce animated film commercials that are simple enough in technique to lend themselves to videotape, and find that many animation effects may be achieved at greatly reduced cost." Among commercials KRON has taped are some for: Oscar Mayer Meat Products, Alka Seltzer, Nabisco, Dr. Ross Dog Food. Woolyn Soap, Regal Petroleum. A number of programs are being taped; outstanding examples: award-winning Science In Action series for American Trust Co. (Mc-E), and Sea Power For Peace produced with the Navy. Program was rehearsed and taped in one Friday evening. One tape was in Los Angeles the next day, two tapes in Washington, D. C. by Monday, a fourth was aired on KRON on Sunday.

KING-TV, Seattle: One of the most dramatic moments in taping occurred during KING's coverage of the recent Gold Cup Races when a hydroplane went out of control at 160 m.p.h. and crashed a Coast Guard picket boat. The disaster sequence was immediately replayed for tv viewers. Tape also is a boon to KING advertisers, Thriftway Caravan, a variety series for Associated Grocers scheduled for a nighttime slot when studio facilities were not normally available was made possible by daytime pre-taping. Some other clients who have been using tape are: Nabisco, Frederick & Nelson Dept. Store, Arthur Murray Studios, Block Shoe Stores, Union Oil, West Side Ford, Gold Shield Coffee,

KOIN-TV, Portland, Ore:: This CBS affiliate reports "tape has brought a major change to most departments." It has practically eliminated the need for large technical staffs on weekends; early morning shows are being taped the afternoon before; "live" shows run back to back without crew problems. The KOIN sales dept. also makes full use of tape for presentations and auditions.

WOR-TV, New York: Since June, when tape was put into use, more than a dozen clients and agencies have used WOR facilities for commercials. A lot of interest has been evidenced in tape by other sponsors—but not by sponsors new to WOR. Smaller clients, however, for whom film commercials have heretofore been economically pro-

Your salesman on sight to more than 3 million people in THE SOUTHEAST'S BIGGEST, RICH MARKET



# WINSTON-SALEM

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.



 $\mathcal{O}^{r} \left\{ egin{array}{l} Winston-Salem \ Greensboro \ High Point \end{array} 
ight.$ 

Call Headley-Reed

## WHL

# 10,000 POWERFUL WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...

GREATER LONG ISLAND
(NASSAU-SUFFOLK)

LUMBER – BLDG. – HARDWARE SALES \$192,022.000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna

hibitive are now using tape. WOR reports that a number of sponsors have taken advantage of tape's flexibility to change commercials on a day's notice. In programing, videotape is already producing a regularly scheduled series, Don Mahoney and His Kiddie Troopers. Eventually the station hopes to get into syndication via tape.

WNEW-TV (formerly WABD), New York: "In five years," says Bennet Korn, vice president, "we will look back and say, 'How did we ever get along without tape'?" A number of advertisers with limited budgets that permitted only one or two commercial messages are now looking forward to a variety of commercials at reasonable cost. On the programing side, WNEW plans to seek out show properties and talent for syndication. "Prior to the advent of tape," says Korn, "it was impossible for local ty stations to financially compete for the services of top grade talent."

WBKB, Chicago: This center of the ABC web in the midwest is the heart of the network's daylight saving operation with six tape recorders. For the net, it tapes such shows as Polka-Go-Round, Stars of Jazz, Cowtonen Rodeo, Confession, Midwest Hayride for delayed telecast. At the local level, WBKB is using the tape facilities for commercials and programing. One interesting use was demonstrated on 19 August when the staff was able to go on an annual outing because the entire day's programing had been pre-recorded.

WBBM-TV, Chicago: At the moment, this CBS oko looks forward to its videotape equipment to effect economies in programing. "We can tapour weekend shows during a regular work week in studio dark times when the network feed is on," they say.

WGN-TV, Chicago: Two recorders are now in operation, another is on order. The station reports "considerable interest" on the part of agencies in its tape operation. WGN is now in the process of compiling a videotape rate card as a service to clients. In the area of syndication, however, the station which had been all set to go with Ding Dong School, suddenly thought better of it and withdrew. Reasons: difficulty at present in syndication lies in delay of development in duplication and distribution centers.

#### SPONSOR ASKS

(Cont'd from page 73)

In a sense it is a public service, but more than that it is beneficial for both station and client. No person views/ listens to just one medium. In two-station markets such as Harlingen, crossplugging takes on an even greater role.

Most of the operations that deprecate the effectiveness of cross-plugging are of the opinion that you are "stealing from one pocket to put it in the other."

The fact is it can build audience. A person who listens to your radio outlet does not necessarily view your to outlet. Should he hear a plug on radio about a program of especial interest to him, he may skip his regular program on the competition and tune in you. This may be the beginning of steady tuning. The reverse holds just as true for a television plug.

In summary, viewers or listeners have the oportunity of more selection, more information and more entertainment if stations inform them of what can be gained by the turn of a switch or the twist of a dial. It is also of importance to stations—it has won viewers/listeners.



## THIS SOFT DRINK TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



## from the heart of Pittsburgh to the entire tri-state area!



WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16



### GEE! THAT'S

#### SOME RUG CLEANER!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

#### W@N-TV

Channel 9—Chicago

#### Advertisers Love Us

Why?



#### RESULTS WENTZ MARKETS—Chico, Redding, Red Bluff 11 tons of chickens sold from one spot an-

nouncements

JAY SMALL JEWELERS—Chico
Biggest Wyler watch outlet in Northern Cali-

fornia
M. OSER & COMPANY—Chico
Largest women's fashion store in Northern

BUTTE STEEL & CONSTRUCTION CO.—Chico, Redding, Sacramento
The distributor for Butler Buildings in No.
California

> There Must Be A Reason And It's

## KHSL·TV CHANNEL 12 THE GOLDEN EMPIRE STATION

CHICO, CALIFORNIA

CBS and ABC Affiliate
Represented nationally by Avery-Knadel, Inc.
San Francisca Representative
George Ross, National Sales Manager
Central Tower



## Tv and radio NEWSMAKERS



P. A. (Buddy) Sugg, who joined NBC as head of the oxo's and the spot sales division in April, has been promoted to executive v.p. along with Joc Culligan, top man of NBC Radio. Sugg, who has been in the business for about 30 years, working in all facets of station operation, management and development, came to NBC from the Oklahoma City Publishing group. There he

served as general manager of WKY-TV-AM, Oklahoma; WSFA-TV, Montgomery, Ala., and WTVT, Tampa, Fla. Sugg got his start in radio as a control room engineer at KPO, San Francisco, in 1929. The next step was supervisor of NBC engineers in that city. He then moved to WKY as station manager in 1945. He is regarded as a conspicuously industry-minded executive of the business.

Morton L. Salan has been appointed a vice president of W. B. Doner & Co., advertising, it has been announced by W. B. Doner, president. Headquartered in Baltimore, Salan is supervisor of many of the agency's local, regional and national accounts. In his new position he will assume additional administrative duties. Salan joined the agency last year after a seven-year association with



the Joseph Katz Co. At Katz he was copywriter, then account executil 1952 when he became radio/tv director. He was made general manager of the Baltimore office in 1956. Prior to joining Katz, Salan spent three years as production manager and copywriter for a small retail agency. He is a graduate of Baltimore City College.



Pax Shaffer has been appointed sales manager of WOC and WOC-TV, Davenport, Iaccording to a recent announcement by Ralph Evans, executive v.p. of Central Broadcasting Co. and Tri-City Broadcasting Co. Shaffer returns to Davenport from Chicago where he was director of the new business dept. for the Midwest office of Peters, Griffin, Woodward, national radio/tv

representatives for WOC-Mh-FM-TV. Prior to joining PCW, Shaffer was vice president and partner in the L. W. Ramsey Advertising Agency in Davenport. A graduate of the State U. of Iowa, he has been active in the advertising field as a copywriter, account executive and consultant. With his wife and two children he resides in Clenview, Ill., will shortly move to Davenport. He is a member of SRA.



## TAMPA - ST. PETERSBURG ... market on the move!

Important cargo is on the move in the MARKET ON THE MOVE—TAMPA-ST.PETERSBURG—via swift, modern air transports that link the Twin Cities of the South with important world markets. Excellent air transportation facilities help spark the amazing industrial expansion in TAMPA-ST.PETERSBURG—NOW IN TOP 30 MARKETS—30th in retail sales, 27th in automotive sales, 29th in drug sales!

And, keeping pace, is the station on the move—WTVT—with 30 of the top 50 programs\*— the station with top-rated CBS and local programs that blanket the MARKET ON THE MOVE—TAMPA-ST.PETERSBURG.

\*Latest ARB

station on the move...

## WTVT

TAMPA - ST. PETERSBURG



The WKY Television System, Inc.

WKY-TV Oklahoma City

WKY-RADIC Oklahoma City WSFA-TV Montgomery

Represented by the Katz Agency



## SPONSOR SPEAKS

#### Pooled public service

The plan proposed by NBC Chairman of the Board Robert Sarnoff to eliminate unwarranted duplication and triplication of public service programing by the tv networks has rapidly developed into a heated and healthy debate.

Proponents of the plan cite the wasteful economics to both sponsors and networks of an unharnessed policy; the negative aspects of a public service that sometimes (unnecessarily) cuts off all but one program in a market. Opponents stress the damages in tampering with public service programing in any way; the importance of network competition at all times, even when it results in duplication; the problems inherent in one and two station markets.

As we understand the plan nothing will prevent duplication or even triplication of programing when, in the opinion of the networks, extra coverage is desirable. Pooling techniques so common in newspaper and magazine coverage can be frequently employed. What is involved basically is an inter-network committee that will weigh the merits of duplication in each in-tance and reach a mutually acceptable decision. This decision will favor duplication and pooling techniques whenever necessary.

Such a plan could well result in better (and perhaps more) public service offerings by the networks—and within the boundaries of simple business economics as well.

#### Next Week-Chrysler's new air strategies

In our next issue, SPONSOR's editors report in detail the new media and marketing planning that will accompany Chrysler Corporation's introduction of its 1959 line.

You will want to read this story carefully, both for the light it throws on Detroit's forthcoming strategies and as a fascinating discussion of the methods used by one giant corporation in introducing and pre-selling its new models. Among other important facts: a new corporate concept built for Chrysler by Leo Burnett.



THIS WE FIGHT FOR: Continuing and relentless pressure by agencies, advertisers, stations and representatives, for greater simplification of spot radio and television buying and selling. Let's cut down the paper work.

#### 10-SECOND SPOTS

Ultimate: Martin Katz, sales development director for Blair-Tv, has developed a show of his own, certainly worth serious consideration by the networks. It's called Name That Game. Four panelists must guess the identification of film clips taken from all the game shows on tv. Prices are sponsors' merchandise from the other shows. Transportation is supplied by Greyhound Bus.

Next idea: Another wag suggests a network tv series about a circuit judge to be titled, Have Gavel, Will Travel.

Winner: The current D.A. investigation into ty prizes which throws suspicion on tv winners has led to this Madison Avenue gag about that fellow who never loses—Wyatt Earp. "It's fixed," they say.

Rocketry: A spaceman landed his flying saucer on Chicago's Michigan Avenue bridge during a noon hour when it was crowded with agency people. His antennae bristled with rage and his little green face turned purple as he shouted, "Okay, which one of you promotion-minded wise guys sent up that mouse in a nose cone? It scared hell out of my wife!"

Addendum: On the same subject and also from Chicago comes this one by Norman Ross, tv emcee: "When the mouse landed on Mars, his first utterance was, "Take me to your Liederkranz."

Tv-guidance: A dump truck was observed the other day over in New Jersey which carried the names of two tv shows on the mud skirts of its rear fenders. On the left-hand side (okay for passing) the skirt bore the legend: "This is Your Life." The right-hand skirt said. "Medic."

Beau jest: Columnist Earl Wilson said it: "What most people are looking for in a cigarette is a less-irritating commercial."

The clock-watch: Madison Ave. executives whose secretaries arrive late are reported to be presenting them with gift copies of the new kiddie book, "How to Tell Time" published by Simon & Schuster in cooperation with the Gruen Watch Co. The Cover features a Gruen clock face with movable hands which the boss can set at 9 o'clock. Don't punch the clock; punch the boss.



GREENVILLE

## This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)
dominated by wfmy-tv

Just what is this area . . . this Piedmont Industrial Crescent? Defined by the Ford Foundation, it is a vast "area Laboratory," stretching across North Carolina's fertile Industrial Piedmont, it is more, too. It is a bustling, urban complex engaged in unsurpassed growth patterns of manufacturing, distribution and marketing. Strategically centered at the hub of this massive urban market is WFMY-TV, the most powerful selling influence, by far.

#### North Carolina's INTERURBIA



At the very axis of the CRESCENT lies INTERURBIA ...
the largest metropolitan market in the two Carolinas.
INTERURBIA plus the Piedmont CRESCENT where more than
two million people are sold by WFMY-TV.

GREENSBORO-HIGH POINT-WINSTON-SALEM

wfmy-tv

GREENSBORO, N. C.



#### ... number one in America's 37th TV market, reports Nielsen #3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination by WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

- over 200,000 more TV homes covered than its nearest competitor lowest cost-per-thousand, by far
- highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit \$3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service-"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group 52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh Represented by Avery-Knodel, Inc.







WSTV-TV

CHANNEL 9 • STEUBENVILLE-WHEELING

"Best Buy by Any Known Source."

PART ONE OF 2 PARTS

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



## and hundreds of advertisers are using these great stations for their <u>basic</u> advertising:

KOB-TV						Α	lbuquerque	KSTP-TV			- 1	Min	nec	po	lis-St. Poul
WSB-TV							. Atlanta	WSM-TV							Noshville
KERO-TV							Bokersfield	WTAR-TV							. Norfolk
WBAL-TV							Boltimore	KWTV .							Okla. City
WGN-TV							Chicogo	KMTV .							. Omoho
WFAA-TV							. Dollos	WTVH .							. Peorio
WICU-TV							Erie	WJAR-TV							Providence
WNEM-TV						FI	int-Boy City	WTVD .					Ro	leig	h-Durhom
WANE-TV							Fort Woyne	KCRA-TV						S	ocromento
KPRC-TV							Houston	WOAI-TV						Sc	n Antonio
- WHTN-TV			Н	unti	ing	on	-Chorleston	KFMB-TV							Son Diego
KARK-TV					Ĭ.		Little Rock	KTBS-TV						. :	Shreveport
							Los Angeles	WNDU-TV				So	ιth	Be	nd-Elkhart
							. Miomi	KREM-TV							Spokone
							Milwaukee	KOTV .							. Tulso
								KARD-TV							. Wichita

Television Division

## Edward Petry & Co., Inc.

Ine Original Station Representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

#### CHRYSLER'S NEW AIR MEDIA CAMPAIGNS

Sharply revising previous patterns, nation's No. 3 auto company is introducing new models, with strong spot radio for all divisions, plus big tv special

Page 27

Special report on rating services: The Pulse Inc.

Page 30

New products changing old ad tactics

Page 34

The BBDO MARKETING Set-up grows

Page 38

DIGEST ON PAGE 2

## WHEELING: 37\* TV MARKET

\*Television Magazine 8/1/57

#### One Station Reaching The Booming Upper Ohio Valley



For evailabilities, cell Bob
Forguson, VP and Gen. Map.
To re-Needhon Sainti, Sales Manager,
at CEGer 2-7777.
National Rep., George P. WHÉELING 7, WEST VIRGINIA
WHÉELING 7, WEST VIRGINIA
Teaching a market that's reaching new importance!

# Coverage that Counts!

## WJIM:TV

Strategically located to exclusively serve

LANSING.... FLINT.... JACKSON

Basic

CBS



Represented by the P.G.W. Colonel



#### 20 September 1958 • Vol. 12, No. 38

#### SPONSOR THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### DIGEST OF ARTICLES

#### Chrysler Corporation's startling new air strategy

27 With sales down and budgets cut, Chrysler is planning a surprise for the automobile industry with a strategic move in radio and television

#### Shirtsleeves and slip-stick

30 A profile of The Pulse Inc. and man who made it-Dr. Sydney Roslow. First in a series of articles exploring the work-load behind the rating

#### Tv spots in kids' shows prove No. 1 apple seller

32 Washington State Apple Commission found spot tv so successful last year, it's putting a majority of its budget there this coming season

#### New product cascade jolts ad tactics

34 New products-foods, soaps, tobaccos, drugs, toiletries-now have twothirds share of market. As a result, many ad patterns are obsolete

#### Kroger tests new spot radio pattern

36 In an unsual marketing-media approach, this chain pushed seven private label items, 10 national brands using saturation spot radio

#### Ty revenues in multi-station markets

37 SPONSOR lists 1957 income figures, released by FCC for the 70 U. S. markets which last year had three or more tv stations in operation

#### Marketing in the modern agency

38 A behind-the-scene look at BBDO's marketing department points up the increased focus of attention on the role of marketing in advertising

#### Short wave: quick route to sales in Latin America

40 American Express is one of many advertisers using short wave radio to reach Central and South American markets. Here's what they buy

#### SPONSOR ASKS: Has the local television station become merely a film medium?

42 As syndicated and feature film sales soar in most markets, three station men discuss the effects of film programing on the tv industry

#### **FEATURES**

- 53 Film-Scope
- 22 49th and Madison
- 54 Marketing Week
- 58 News & Idea Wrap-Up
- 6 Newsmaker of the Week
- 41 Radio Basics
- 58 Picture Wrap-Up
- 48 Radio Results
- 56 Sponsor Hears

- 10 Sponsor Backstage
- 17 Sponsor-Scope
- 72 Sponsor Speaks
- 46 Spot Buys
- 72 Ten-Second Spots
- 8 Timebuyers at Work
- 70 Tv and Radio Newsmakers
- 55 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer

Elaine Couper Glenn

VP-Assistant Publisher

EDITORIAL DEPARTMENT

**Executive Editor** 

John E. McMilli

Managing Editor

Alvin W. Outcalt News Editor

Ben Bodec

Special Projects Editor Alfred J. Jaffe

Bernard Platt

Senior Editor

W. F. Miksch Associate Editor

Russ Carpenter

Midwest Editor (Chicago) Gwen Smart

Western Editor (Les Angeles) ete Rankin

Film Editor Beth Drexler Brod

Assistant Editors Jack Lindrup

Gloria Florowitz

Contributing Editor Joe Cside

Art Editor Maury Kurtz

**Production Editor** 

Florence B. Hamsher

**Editorial Assistant** Vikki Viskniskki

ADVERTISING DEPARTMENT

Sales Manager

James H Fuller

**Advertising Promotion Manager** Jane Pinkerton

VP-Western Manager

Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager

Roy Meachun

Production Manager

Jane E. Perry Sandra Lee Oncay, Asst.

Administrative Staff Dorris Bowers

George Becker Jessie Ritter

Circulation Department

Seymour Weber Emily Cutillo Harry B. Fleischman

Accounting Department

Laura Oken

Laura Datre

Readers' Service

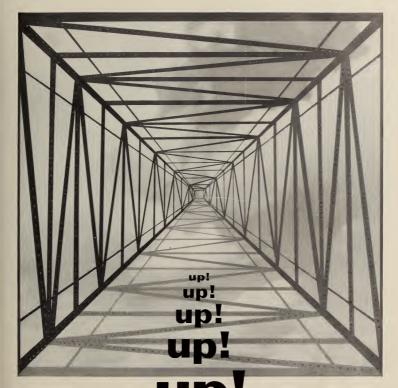
Marion Sawyer

Member of Business Publications Audit of Circulations Inc. BPA

SPONSOR PUBLICATIONS INC.

combined with TV. Executive, Editorial, Circumonial with TV. Executive, Editorial, Circumonial Computer of the Computer of the

©1958 Sponsor Publications Inc.



This month wnep-tv becomes one of America's most powerful television stations...zooming up tower height and visual power to deliver a bonus of about 80,000 additional Tv homes...penetrat-

ing even fringe areas with maximum signal intensity on direct line-of-sight,

WNEF-TV will now deliver the best possible coverage of the prosperous Scranton — Wilkes-Barre trading area at the lowest cost-per-thousand. In North Eastern Pennsylvania's 21-county area, wkep-tv will now be hitting a total of 336,157 Tv homes (plus about 65,000 more reached by two satellites)...blanketing a booming industrial

center with annual retail sales of over \$2 billion.
Add ABC-TV's top-rated shows...fine new local programming from studios in both Scranton and Wilkes-Barre...
and WNEF-TV makes the "prettiest picture" for advertiser and viewer alike!

REPRESENTED BY AVERY-KNODEL, INC.

#### WNEP-TV

A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSVA Radio, WSVA-TV, Harrisonburg

WROCTV, Rochester, N. V. WSMA Radio, WSWATY, Harrisonburg
Channel 16 • Scranton—Wilkes-Barre
WROCTV, Roufido WINEP-TV, Surfalo, WSMATY, Burrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, Rochester, N. V. • WSMA Radio, WSWATY, Harrisonburg
WROCTV, WSWATY, HARRISONBURG
WROCTV, WSWATY, HARRISONBURG
WROCTV, WSWATY, HARRISONBURG
WROCTV, WSWATY, WSWATY, HARRISONBURG
WROCTV, WSWATY, W

T of
Service

ce





tant of release, FLIGHT is hitting the leady ordered FLIGHT for their clients below an aerodynamic when they see it.

CALIFORNIA NATIONAL PRODUCTIONS, INC.



10th ANNIVERSARY ED SULLIVAN SHOW MERCHANDISING AWARD

#### Thanks. Ed. J

We wear our medals proudly in KEL-O-LAND, America's most award-winning market. And we give the advertiser a broad front to pin them on. For KEL-O-LAND comprises 73.-496 square miles of viewers in four states.\* Joe Floyd's unique tv, booster hookup enables you to buy this huge section of America from one single-station rate card, at lowest-cost-per-thousand offered anywhere.

\*South Dakota, Minnesota, Iowa, Nebraska (See N.C.S. #3 Composite, KELO-KDLO-KPLO, Report.)

BS • ABC • NBC

#### KEL-O-LAND KELO-TV

Sioux Falls: and boosters

KDLO-TV
Aberden Huron-Watertown

KDIO TV

KPLO-TV

Pierre Valentine-Chamberlain
General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.
REPRESEXTED BY H-R
In Minneapolis: Wayne Evans & Assoc.



## NEWSMAKER of the week

Last week, officers and technicians of the U. S. Third Army, paid a special visit to Charlotte, N. C., to talk with an energetic Arkansas-born Carolinian, whom columnist John Crosby once called "one of the most sincere salesmen in radio." The reason: The Army wanted a closer look at the operations and equipment of an outstanding tv station which has just added another to its long line of distinguished firsts.

The newsmaker: Charles H. Crutchfield, executive v.p. and general manager of the Jefferson Standard Broadcasting Co., whose blue ribbon outlet, WBTV, broadcast on 5 September the first color videotape show ever originated by a local station.

Equipped with the seventh color video tape recorder built by RCA (the first six were shipped to NBC TV recording centers), WBTV taped its Betty Freezor Show at 11 a.m., played it back at 1 p.m. with perfect sound and picture quality. The \$100,000-plus installation, which records both color and black and white, net-

work and local, makes WBTV the first tv station in the country to be equipped with all known means of color programing.

For Crutchfield, and for Jefferson Standard, which also operates WBT, Charlotte, and WBTW, Florence, S. C., both the "firsts" and the recognition were an old familiar story.

WBT, third commercially licensed radio station in the U.S. and the first in the South, has won numerous awards for showman-



Charles H. Crutchfield

ship, promotion, public service and news. The first tv station in the Carolinas, it broadcast the first color in the Southeast (1953), had the first tv studios in the nation designed for color telecasting.

Creative force behind these accomplishments is Crutchfield himself. Joining WBT as an announcer in 1933, he became program manager in 1935, and in 1945 at the age of 33, general manager—the youngest general manager ever appointed to a network-owned outlet (CBS).

By 1951, a well known figure in the broadcast industry, he was selected by the U. S. State Department from a group of 18 of the nation's top radio experts, to act as advisor in setting up a radio network in Communist-threatened Greece.

Five years later he was touring Russia with 47 other high-ranking American businessmen for a special survey of Soviet economic conditions. His verdict on Russian tv: incredibly backward.

A color tv fan, Crutchfield is pushing for more color programs and greater color set coverage (at present there are 3,000 sets in the Charlotte area). He hopes eventually to present 100% color schedules, predicts "it could happen in as little as two or three years."

MEMO: to Timebuyers with an eye toward aggressive audience-building stations

During the past year, WFAA-TV, of viewers in every 3-hour time 10% to 40%

(A.C. Nielson Summer '57vs. '58)

Ask your PETRYMAN to show you the details

WFAA-TV CHANNEL 8

Basic ABC for North Texas

## WHAT IS A TIMEBUYER?

A timebuyer is an indoor sportsman with a keen sense of humor, who keeps on target by pinpointing his markets with well-directed, incisive thrusts.

WHAT DOES HE DO?
He buys

#### WGBI

radio

scranton\_wilkes barre

because the station has consistently increased its dominance over its combined market since 1925.

In the latest Scranton-Wilkes Barre Pulse, WGBI has 45 per cent more listeners than "Station B," and 325 weekly quarter-hour wins — 305 more than its closest competitor.

CBS Affiliate

Represented by H-R





## Timebuyers at work

Sam Vitt, Doherty, Clifford, Steers & Shenfield. New York, media supervisor on Bristol-Myers products and Noxzema, makes some suggestions for buying tv schedules for this coming season. "One," Sam says, "don't have set ideas about frequency. What applied last year doesn't necessarily apply this year. There are too many varia-

bles that upset any formula approach. Then, too, new discount packages may enable you to considerably increase your frequency and effectiveness. Two, study the shows and personalities on each station carefully. They are constantly changing, and unawareness of these changes can result in bad buys. Three, watch for inflated ratings. Secure from the station a list of its feature film titles and the play-dates, then check the



schedules of the important features against the ratings and you'll get a pretty good idea of how accurate and representative the ratings are. Four, be careful not to spread your budget too much. If the client's budget is limited, it is better to buy on a market-by-market basis, concentrating on each area, rather than to hit the entire country or marketing area at one time with a low-pressure campaign."

-

Marie Coleman, Donahue & Coe, Inc., New York, timebuyer for MGM and Carolina Rice, feels that radio's audience will grow even bigger in the next few years because of the steady sale of radios. "Nevertheless," Marie says, "the stations must provide more and better data if they want their billings to keep pace with circulation.



I think advertisers and agencies would like to see, in particular, more success stories from stations on national advertisers. The trade press, especially SPONSOR, reports in careful detail the successful campaigns of national advertisers, and these are very helpful, but still more are needed. I am fully aware, of course, of the difficulty in securing case histories from advertisers. Advertisers, for good reason, are often reluctant to provide such in-

formation because they fear it will help their competitors. But secreey is sometimes carried to such a ridiculous extreme that information that is common trade knowledge is guarded like a secret rocket formula. Let us hope more advertisers will realize the long-range value of case histories so there will be a freer flow of information."



## YOU MAY NEVER GET A HOLE-IN-ONE\*\_

#### AMERICAN RESEARCH BUREAU MARCH 1958 REPORT GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings							
	WKZO-TV	Station B	Ties					
MONDAY THRU FRIDAY								
7:30 a.m. to 5:00 p.m.	99	89	2					
5:00 p.m. to midnight SATURDAY	92	47	1					
8:30 a.m. to midnight SUNDAY	38	23	1					
9:00 a.m. to midnight	43	17						
TOTALS	272	176						

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kant Courte and 47%

#### BUT...With WKZO-TV You Always Get Aces In Kalamazoo-Grand Rapids!

It takes accuracy, plus a lot of luck, to score an ace in golf — but for a real winner in market coverage you need only WKZO-TV in Kalamazoo-Grand Rapids! The latest "scorecard" from ARB shows why — see left! WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — serves over 600,000 television homes in one of America's top-20 TV markets!

\*Chances of scoring an ace are 8,606-to-1 (Based on 20 years of play in New York World Telegram & Sun tournament).



#### The Fetzer Stations

WXZO\_TY — GRAND RAPIDS-KALAMAZOO
WXZO RADIO — KALAMAZOO BATTLE 'CREI
WJEF RADIO — GRAND RAPIDS
WJEFFM — GRAND RAPIDS-KALAMAZOO
WYTY — CADILLAC, MICHIGAN
KOLN-TY — LINCOLN, NEBRASKA
Associated with

### WKZO-TV

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



#### the Metro Area

IN THE TOP 50 OF ALL 262 METRO AREAS IN PERCENTAGE OF GROWTH IN

- POPULATION
- E.B.I.
- RETAIL SALES

Source: Sales Management Marketing on the Move-November 10, 1957

## the TV Market 47 COUNTY NIELSEN COVERAGE AREA

POPULATION	1.095.200
FAMILIES	268,300
TOTAL RETAIL SALES	736,664,000
FOOD STORE SALES	201,960,000
GEN. MERCHANDISE SALE	
APPAREL STORES SALES	
FURN. & HOUSE APPLIAN	
AUTOMOTIVE DEALER CT	40,228,000
AUTOMOTIVE DEALER ST	ORE

AUTOMOTIVE DEALER STORE
155.451,000
GAS SERVICE STATION .72.523,000
DRUG STORE SALES .24,150,000
EATING 6 DRINKING .29,170,000
BLDG. MTS. 6 HDWE. .48,755,000
TOTAL NET E.B.I. .1256.499.000

Source:
Coverage from NCS #3—1958
Market Data from Sales Management
Survey of Buying Power—May 10, 1958.

#### the Station





## Sponsor backstage

#### Tv's fall forecast



In the fall season I think you may see:

... An even more widespread and imaginative use of videotape than was indicated in SPONSON's recent VTR report. Ampex's semi-automatic splicer will be largely responsible for this. Up till now all splicing on vtr had to be done manually and required a degree of skill not generally possessed, even by many of the best engineers.

New splicer should result in even greater use of videotape in film syndication than has been the case up to the present. Like everything the careful Ampex folks make, production on the splicer is a little on the slow side. But it should reach a level of about 40 or 50 a month very shortly according to Ampex brass. Splicer will enable few firms producing commercials for agencies and advertisers to work more proficiently and effectively for their clients, too. RCA's color vtr, incidentally, got its very first station usage, just a week or so ago, when WBTV in Charlotte, N. C., tape recorded its Betty Freezor Show in color. The half-hour stanza was taped between 11 and 11:30 a.m. on Friday, 5 September, and played back on the air between 1 and 1:30 p.m. Station brass tells us picture and sound quality were absolutely perfect. . . .

#### More spectacular spectaculars

. . . At least one, and possibly several more, efforts are underway to produce major spectaculars on which television alone won't have to pick up the entire tab. The big one, presently to be live, and scheduled for video presentation via NBC TV on Easter Sunday, 29 March, is the Mary Martin Show. Mary, as you may know, left Saturday, 6 September, via Mitchell Field, Long Island, for Alaska. She is doing a complete show of the highlights from some of her past successes, including Peter Pan, first for the Armed Forces, then for civilians, live across the United States in some 60 cities.

Mary's tour is under the aegis of the Department of Defense and the USO in coordination with NBC. In Alaska the company will make the Elmendorf Air Force Base, the Ladd Air Force Base, the Eielson Air Force Base, Fort Richardson, Fort Greeley, the outpost of Kotzebne, just outside Nome, King Salmon village and the Kodiak Naval Station. They will also play a couple of benefits including one for the Crippled Children's Association in Anchorage. The Alaskan phase of the tour will run about two weeks.

Members of the troupe will include Mary's husband and producer, Richard Halliday; the Chief of the Armed Forces Professional Entertainment Branch, Lt. Colonel Lionel Layden; Luis Bonfa, an outstanding guitar player from Brazil; Dirk Sanders, a dancer. Musical conductor for the show will be John Lesko, while Ernest Flatt will handle the choreography, and Peter Lawrence will be stage manager. Also with the troupe, and representing NBC, will be the grand old man of show business, John Royal. John was with our radio group when we made Europe in 1945, and he'll probably be with the first troupe that makes the Interplanetary Circuit. And talking about



"Sentiment's got no place in figuring the RIGHT time-buy, buddy. When it comes to getting the most for a client's dollar, give me facts — the straight, most recent facts, I mean. "Like the way I figure KFWB in the Los Angeles market is what I'm talking about. Color Radio on KFWB's Channel 98 is the kind of new, exciting radio that has pulled listeners right in close.

"Cold hard facts tell the story: as of July, Hooper shows KFWB as the NUMBER ONE station in the market... with a solid 95.5% gain in share-of-audience, Nielsen is UP 82.7%... and Pulse is UP 37.1%... all since January.

"So, buddy, here's one time-buyer who's quit buying stations strictly by ear... or by 'tradition'. The smart time-buyer will always buy KFWB... first in Los Angeles. It's the thing to do!"

Call or write for your copy of this fact-filled brochure: "TIME-BUYING FOR FUN AND PRO-FIT". Loaded with lots of handy tools which make it easy to buy Color Radio,







A 10 HOLLYWOOD BOLLEVARD HOLLYWOOD 28 HOLLYWOOD 3.5151

ROBERT M. PURCELL, Pres. and Gen. Mgr. • MILTON H. KLEIN, Sales Mgr.
Represented nationally by JOHN BLAIR & CO.

#### Sponsor backstage continued . . .

old friends, let me parenthetically wish the best of luck to Ed Kirby, our escorting officer on that same V.I.P. trip to Europe in '45. Ed's just been made public relations director for the USO.

But back to Miss Martin's tour—after she completes the Armed Forces phase of the tour, as I've indicated, she will take the show to 60 cities in the United States. By 29 March, it will no doubt come off on the NBC telelanes as one of the finest spectaculars ever produced. And Miss Martin will have done herself incalculable pr good; made the substantial quantities of loot to which she has grown accustomed; and all without the network, sponsor or agency being hit with an exhorbitant tab for a star and show of this magnitude.

Another indication of this continuing—sometimes successful, sometimes not so successful—effort to get maximum mileage out of costly show business and television properties is CBS TV's plan to offer to stations, free of charge and purely as a public service some of the great shows on some of the fine public affairs series. Meaningful episodes from such significant skeins as Face the Nation and See It Now will shortly be offered by the web's film sales division. . . .

#### Showmanship and statesmanship

- . . . In the fall season I think you may also see:
- ... The most solid of the quiz shows stage a remarkable resurgence, and regain their positions as top buys for some shrewd advertisers in spite of the continuing newspaper campaign to knock them out of the tv picture entirely....
  - ... An increasing use of show business and shows, off-television as well as on, by major advertisers. The recent Oldsmobile presentation of a refurbished "Good News" at the Broadway Theatre in New York was an excellent example of priming dealers and sales force through effective showmanship. Starring the Olds team of Bill Hayes and Florence Henderson, the DeSylva, Brown & Henderson musical comedy of the '30's came off as excellent entertainment and potent internal salesmanship.

Olds did a smart thing in using real pros, not only in the starring roles, but in every other department as well. Carol Haney, of "Pajama Game" fame, for example, did the show's choreography. And in the middle of August, this same General Motors staged one of the biggest spectaculars in the streets of Flint, Michigan, that any city has ever seen.

I've done a number of pieces on the desirability of the major agencies organizing show business departments, just as they organized, and developed to a high degree of efficiency their radio/tv departments. I still believe it will happen one of these days.

- ... And in the fall season you'll see more and more statesmanship on the part of television network brass. NBC Board Chairman Bob Sarnoff recently got off a widely heralded stroke of statesmanship, when he proposed that the tw webs pool their resources and facilities in covering events of national and international significance, specifically the 1960 political conventions. Bob will get off a few more in the months to come, and Frank Stanton, a tv leader who has long evidenced a flair for statesmanship as well as showmanship will toss in a few sound ideas of his own.
- . . And in this fall season, you'll see very little new in the way of network television programing. The tried and true formats, both on commercial and public service levels will continue. And as far as I, as one observer am concerned, that's not too bad.



REPRESENTED NATIONALLY BY RADIO-TY REPRESENTATIVES, INC.



SPONSOR • 20 SEPTEMBER 1958

## S MR. WEATHERWATCHER...

. . . who plays the law of averages — average temperatures that is — because his sales peaks are set by the weather. He holds his fire until the weather is right, then he lets go with both barrels — sight and sound!

Market-by-market his Spot Television advertising moves in when the selling is good . . . moves in with great power — and no waste.

To help you plan your strategy we've prepared a booklet we call "SPOT TELE-VISION COST YARDSTICKS" which shows average temperatures month-by-month, and Spot Television costs regionally, seasonally and market-by-market. We'd like to send it to you.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N. Y. C.

plus in me me me and a series of the many

MIDWEST

WHO-TV

				WOC-TV	Davenport	6	NBC	WGR-TV	Buffalo	2	NBC	
WEST				WDSM-TV	Duluth-Superior	6	NBC-ABC	KYW-TV	Cleveland	3	NBC	
KB01-TV	Bolse	2	CBS	WDAY-TV	Fargo	6	NBC-ABC	WWJ-TV	Detroit	4	NBC	
KBTV	Denver		ABC	KMBC-TV	Kansas City	9	ABC	WJIM-TV	Lansing	6	CBS	
KGMB-TV	Honolulu		CBS	WISC-TV	Madison, Wis.	3	CBS	WPIX	New York	11	IND	
		9	CBS	WCCO-TV	Minneapolis-St. Paul	4	CBS	KDKA-TV	Pittsburgh	2	CBS	
KMAU KHBO KTLA	Los Angeles		IND	WMBD-TV		31		WROC-TV	Rochester	5	NBC	
KRON-TV KIRO-TV	San Francisco Seattle-Tacoma		NBC CBS	SOUTHY	VEST			SOUTHE	AST			
KIKO-IV	Seattle-Tacolna	•	CBS	KFDM-TV	Beaumont	6	CBS	WCSC-TV	Charleston,	s. C	. 5	CBS
				KRIS-TV	Corpus Christi	6	NBC	WIS-TV	Columbia, S	. C.	10	NBO
				WBAP-TV	Fort Worth-Dallas	5	NBC	WSVA-TV	Harrisonburg	. V	a. 3	AL
				KENS-TV	San Antonio	5	CBS	WFGA-TV	Jacksonville		12	NB
								WTVJ	Miami		4	CB:
								WDBJ-TV	Roanoke			CBS

FAST

WBZ-TV



Pioneer Station Representatives Since 1932

NEW YORK . CHICAGO . DETROIT . HOLLYWOOD . ATLANTA . DALLAS . FT. WORTH . SAN FRANCISC



AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.



Most significant tv and radio news of the week with interpretation in depth for busy readers

#### SPONSOR-SCOPE

20 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

National spot billings for October and November should be as good at the station level as they were in the 1957 months.

What makes the billings outlook for September somewhat less spectacular is the fact that the majority of fall contracts had late starting dates.

The obvious reason: Advertisers delayed longer than usual in making their tv network commitments.

Ford and Chrysler have encountered scarcely any objections to a hedge they've inserted into their latest spot contracts, namely:

Each is asking for immediate relief in the event of a strike.

J. Walter Thompson, for Ford, explains that its lawyers had insisted that no orders be issued without a production-interruption clause.

The big national spot radio newcomer of the week was Rival Dog Food (GB&B) with a 16-week campaign in a long list of markets.

Other imminent starters: S&H Green Stamps (SSCB), four weeks of 20-40 spots a week; Pertussin (McCann-Erickson), eight weeks of minute announcements, beginning 20 October; Pall Mall (SSCB), supplementary station list, effective 13 October.

Incidentally, Time magazine (Joe Gans agency) is testing a spot radio campaign in Sacramento, Columbus, O., and Springfield, Mass., 13-15 October, using 50-60 spots for the three days.

The flow of new national spot tv business reached almost deluge proportions the past week, giving the reps more pressure than they've had in a long row of months.

Included in the New York swim were Wildroot (BBD0); Lever's Handy Andy (K&E); Vaseline Hair Tonic (McCann.Erickson), 109 markets; Gallo Wine and Philip Morris (Doyle-Dane-Bernbach); Texaco and Folger's coffee (Cunningham & Walsh); and P&C's Crisco (Compton).

Among the new tv spot buys out of Chicago and Minneapolis: Tea Council (Burnett), 20 weeks in 20 top markets starting 19 October; Gillette's Thorexin (North); Helene Curtis' Suave (Gordon Best), top 40 markets; General Mills' Protein-Plus (Knox-Reeves); Trylon Products' Bathe & Glo (Don Kemper); Lanolin Plus (EWRR).

(For more details on some of these placements see AGENCIES—NEWS WRAP-UP, page 62.)

With 14 evening half-hours still open on the tv networks, don't be surprised if they start flirting more ardently with regional advertisers.

In eyeing this potential, the networks are fully aware of the problems facing them from two angles: (1) getting regionals whose distribution doesn't overlap on a hookup, and (2) appeasing affiliates who might be excluded or who feel that the regional advertiser belongs to spot.

The one area where the networks have met with no affiliate opposition on this score is sports.

ABC TV has been making mighty strides in delivering live clearances.

By mid-October it will be in a position to offer a live coverage factor of 86.5% for all U.S. homes at night.

Daytime live coverage will come to 84%.

Traveling agency media executives lately have run into a type of quizzing from major station managers that betrays their passionate desire to trim costs.

The nature of the question posed: Would it be practical for a top-notch station to deal directly with agencies, thus dispensing with the services of a rep?

 $\ensuremath{\mathsf{Mediamen}}$  have told SPONSOR-SCOPE that their answers invariably have been negative.

This is the agency viewpoint: The mechanics of agency operation make it imperative that the buyer get quick, convenient service; an agency that deals heavily in spot can't afford the time, facilities, and expense to carry on directly with individual stations.

When one media executive observed that he was curious what was behind the question, he got this reply from station people: "We've been taking inventory of ways and means of matching our percentage of profit to our rising gross but without doing damage to that gross."

(See 13 September SPONSOR-SCOPE, page 9, for report on move initiated by the SRA to formulate the rep's role in air media via a code of fair trades practices.)

Following CBS TV by several months, NBC TV has taken contractual action to stop triplespotting trouble.

In response to continuing pressure from agencies, NBC TV submitted to affiliates an amendment to their agreement whose intent is to eliminate the opportunity for triplespotting in chainbreaks.

The amendment commits the station not to delete any production credits at the end of the program or eliminate the network identification or promo.

Affiliates also are required to certify regularly that no material has been clipped, or conversely to "identify the exact timings of anything clipped."

For an agency that not so long ago almost wasn't on speaking terms with the medium,

McCann-Erickson has started to show a marked interest in radio.

The agency now has about \$50,000 a week riding in network radio for Lehn & Fink,

Lewis Howe, and Buick plus even more than that in spot radio.

Of course, the radio stake looks paltry compared to the estimated \$1.5 million McCann-

Of course, the radio stake looks paltry compared to the estimated \$1.5 million McCanr Erickson pours into all-tv weekly; but for radio it's at least a beginning.

The business of bartered time seems to have drifted into a quiet groove.

Merchants of this commodity are boasting that the explosive or spectacular barter operators have departed for other fields and that the business is now content to deal only in marginal time.

One of the barter firms has branched out as a timebuying "consultant." Its function: After ascertaining a small advertiser's needs, it evaluates time that can be bartered

After ascertaining a small advertiser's needs, it evaluates time that can be bartered and contracts for it.

Basically what hampers the barterer is coming up with a cost-per-thousand that outmatches the average rating-point buy.

NBC Spot Sales this week extended its probe of the timebuying fraternity to opinions about station executives and under what circumstances they like to see them.

The areas the latest Spot Sales questionnaire covers include:

- Are visits from station people helpful? What should they bring along by way of information?
  - · Have such visits influence, directly or indirectly, on a schedule purchase?
- Does the timebuyer object to the station man going direct to the account executive or the client without prior knowledge?
- What months are most convenient for seeing station visitors and when can such visits influence buying decisions most?



The ever increasing intricacy of agency operation is vividly evident in the wheels within wheels involved in the initiating, buying, and following-through of a spot to campaign.

Here's a list of the specialists within a product group that are essential to the spot machinery at Y&R; sometime during the course of the campaign all of these actually will come in contact with the client:

- 1. Account supervisor
- 2. Account executive
- Assistant account executive
   Media supervisor
- 5. All-media buyer
- 6. Assistant media buver
- 7. Tv-radio program supervisor
- 8. Tv-radio account man

- 9. Marketing or merchandising man
- 10. Copy supervisor
- 11. Art man
- 12. Research contact
- 13. Commercial producer
- 14. Tv-radio traffic supervisor
- 15. Commercial traffic man

o. Iv-radio account man

This team sets up the ground rules before the campaign hits the tv stations. The first six share the responsibility not only in the strategy but in choosing the schedule.



Life gets more and more complex for the station rep, particularly the traveling from contact to contact.

Listening to reps, SPONSOR-SCOPE this week noted this continuing trend:

Not only do rep salesmen go through a hectic chain of command at the agency itself (see item above), but they are asked to visit the client involved—usually the ad manager and the sales manager—and then go back to the agency with a report on the client's reaction.

NBC TV has just compiled a set of statistics—based on January-June comparisons—which show that the bloom still is on the ty rose.

Among the upward trends indicated by these facts and figures:

- The time spent watching was 5.37 hours per day per home this year, as compared to 5.33 hours in 1957. This adds up to 229,122,000 home hours per day vs. 211,244,000 last year.
- 2) Nighttime sets in use for the first half of this year averaged 59.9%, compared to 58.4% the year before. In terms of average total homes, the jump was from 23,146,000 to 25,558,000.
- 3) Total rating points for the three networks in the evening went from 62.4 to 63.3, an increase of 1%. (Notes NBC TV: "this is particularly significant since syndication has contributed a good deal of quality and flexibility in local programing schedules.")



The critics notwithstanding, network tv viewers keep drifting away from the 60-minute drama and giving more of their attention to westerns.

An NBC TV analysis, out this week, shows that:

- Between 1956 and 1958 (using the January-June period as base) the average audience for westerns went up 33%, while the hour drama took a 9% drop.
- Westerns are topping hour dramas by 48% in their average minute audience, whereas in 1956 it was a virtual standoff.

The following table documents this thesis:

	1956		1957		1958	
	NO.	AA RATING	NO.	AA RATING	NO.	AA RATING
Avg. Eve. Show	135	19.9	127	20.4	129	20.1
Hour Drama	11	20.8	10	19.5	6	18.9
Western*	7	20.9	10	25.1	18	27.9

<sup>\*</sup>No. denotes half-hour periods.



Toiletries outscored foods as the No. 1 classification in network tv for July. It's the first time that toiletries have held that position. The gross billings for the month for the winner came to \$8,690,100, compared to \$83,695,650 for the food group. On

the first seven months, foods still are in the lead.

According to the same source (TvB), Winston in July replaced Tide as the biggest monthly brand spender. Winston's outlay was 8834,485 for July, with Anacin and Chevrolet coming next in order. Tide wound up No. 4.

Alcoa (F&S&R) will spend around \$150,000 with NBC Radio for a tie-in with the Boat Show in New York 16 January, combining the broadcasts of Guy Lombardo with a batch of five-minute segments. NBC also got an order from Pharma-Craft via JWT, Chicago.

CBS Radio's new business includes Seeley Mattress (JWT), for Arthur Godfrey; Mennen's Skin Bracer (W&L), 10 segments; Dodge (Grant), nine segments; Lorillard (L&N), 12 segments a week for 13 weeks; and Chrysler, the 9:25-9:30 p.m. newscast.

•

Watch for an industry-wide promotion on the part of the building industry with the electric appliance manufacturers contributing—to step up consumer interest in lower and middle income housing.

The slacking-off of home building for these classes has been tough on the appliance business, which proved so conspicuously sensitive to the recession.

Where advertising will gain: The electrical field's role will include either selfsupporting or tie-in campaigns in the various media.

This use of videotape doesn't mean a buck to advertising, but it does demonstrate broadly how the device will serve to influence ty production:

broadly how the device will serve to influence ty production:
With KNXT, L.A., videotaping the Rams football game, the coach and players
can review their first-half performance on a dressing-room screen during intermission.

It will enable them to see their mistakes and good points and indicate where they can improve.

(See special report on videotape's status in 6 and 13 September SPONSOR.)

-

The recruting of media buyers in the major Madison Avenue agencies is now moving along well-defined lines.

Those agencies who claim to have established a solid basis for upgrading from within their own ranks report that more and more of the buyers are coming out of merchandising and account contact.

The advantage that the merchandising man specifically offers: His personal knowledge of many markets and his ability to view a client's problems in their broader aspects.

A Madison Avenue agency in the \$60-\$70-million class this week declined to send a man on the road to buy time at local rates for one of its regional accounts.

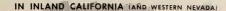
The agency advised the client that it was against the practice on principle, and that if the client insisted on paying the lower rate he could do his buying through his distributors or district managers.

Added the agency: If the client wanted it that way, the distributor or district manager could relay the bills to New York and the agency would pay them.

This agency recently did a wholesale quiz among stations on how they determined their local vs. national rates; the results generally shows no hard-and-fast patterns.

-

For other news coverage in this lacue, see Newsmaker of the Week, page 6; Spot Buys, page 46; News and Idea Wrap-Up, page 58; Washington Week, page 55; SPONSOR Hears, page 56; Tv and Radio Newsmakers, page 70; and Film-Scope, page 53.



## BEELINE

delivers more for the money



Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations . . . at by far the lowest costper-thousand. (Nielsen & SR&D)

McClatchy

Broadcasting

Company

SACRAMENTO, CALIFORNIA Paul H. Raymer Co., National Representative





## 49th and Madison





#### Oklahoma oil

All of us here at Needham, Louis & Brorby were most pleased when we opened this week's issue of \$P08N08 to see the article on our client's recent special promotion in Indiana, titled "Oklahoma Oil Builds an Air Network." Not only were we pleased at the recognition given this effort but at the way your Midwest Editor, put in perfect phraseology the entire feel and excitement of this campaign.

In our opinion, you did a wonderful job in tracking down the story.

Harold A. Smith
Program Premotion and
Merchandising Manager
Needham, Louis and
Brorby, Inc.
Chicago

#### Buyers guide

Has sponsor stopped publishing its annual BUYERS' GUIDE TO RADIO AND TV STATION PROGRAMING? Or have we simply misplaced both our 1957 and 1958 issues? Or have we only misplaced the 1957 issue, as the 1958 issue has not been published yet?

Whatever has happened, we are lost without it. Would it be possible to send us two copies of the latest edition, post haste?

Patricia Clark Liller Neal Battle & Lindsey, Inc. Atlanta, Georgia

 SPONSOR has shipped Miss Clark two copies (post haste) of our latest edition of the Buyer's Guide. This was published in 1957. We plan no new issue in 1958.

#### Highlights

Thoroughly enjoyed your August 16th issue.

Highlights: John E. McMillin's "way of a pro" comment on mashed murphies, and salute to the commercial chef.

The Leo Burnett quote: "When you reach for the stars, you may not quite get one, but you won't come up with a handful of mud, either."

How the cop, who provided the bucks for lunch and gas—on behalf of Messrs. Griffith and Riccobono—got his reward: "He's now a salesman for the firm, doing very well too." If that fact had not been revealed, I would have wondered about his recognition. It made the story complete, warmly reassuring.

The WVNJ "Great Albums of Music" story was also melodic reading. And I liked the IO-second spots feature about the three-way letter file of a St. Louis agencyman: "IN, OUT, and WHOOPS!"

Plus the touch of feminine beauty here and there.

Ed Boyd Okanagan Radio Kelowna, B. C. Canada

#### Rarter

Thank you so much for supplying me with your tear-sheets on BARTER so promptly. It has enabled me to acquaint our key personnel with the pertinent data.

sponsor Magazine has been one of the main sources for my knowledge of radio and television affairs.

> Marjorie C. Scanlan Kudner Agency, Inc. New York

#### Case history

Thank you very much for sending us the article on Lestoil.

the article on Lestoil.

Its completeness again convinces us
of the thoroughness with which each

article in SPONSOR is handled.

Robert C. Hall, Jr.

Media div.,

Cargill & Wilson, Inc.

Richmond, Va.

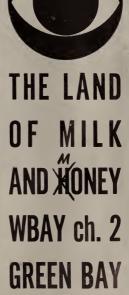
Prudential commercials
I have a feeling that I've been remiss

I have a teeing that I've been refines in thanking you for that great piece on why Prudential likes public service commercials. Herewith thanks and congratulations on a fine job of tight writing and editing! Walter Henry Nelson

Walter Henry Nelson Director, pr & publicity Reach, McClinton & Co. New York









First (and still the best) Navy-in-action series, NAVY LOG is now sweeping into regional and local markets with the most distinguished service record in all syndication:

Three-year uninterrupted hitch on network television;

Exceptional sales action for such gold-braid sponsors as U.S. Rubber, Sheaffer Pen, Maytag and American Tobacco;

Press citations from The Billboard ("Superior dramatic series")... New York Herald Tribune ("Absorbing, loaded with suspense, full of realism")... and a hold-full more;

A 21-gun salute from the Navy Recruiting Service which votes NAVY LOG its top television source of enlistments;

'Superior''rating from viewers: a 25.1 total Nielsen on the CBS Television Network\* (NAVY LOG has a ready-made audience of 22 million ex-servicemen and their families):

104 headline-fresh, authentic half-hour films stowed on board—provisions for two years' continuous sales duty.

NAVY LOG commands the high sees! Signal orders to the nearest office of CBS TELEVISION FILM SALES, INC.



\*Nation's 16th television market-Television Magazine TV set count-July, 1958



First look at the 1959 models: Chrysler Corporation displayed all five lines at this press preview in Miami Beach earlier this month

## Chrysler's startling new air strategy

- ▼ This week, Chrysler Corporation will kick off a heavy spot radio campaign that will be a surprise to the industry
- It will be followed by a net television special that may possibly turn out to be the season's biggest television show

MIAMI BEACH, FLA.

hrysler Corporation—fourth largest national advertiser and an air media stalwart—is about to break a surprising new radio/tv campaign for its 1959 model cars.

In exclusive interviews with sponsor at this Florida resort, Chrysler advertising executives revealed plans for the new campaign which departs from traditional automobile industry advertising practices.

The campaign involves these two highlights:

1) In the past, each Chrysler make
—Plymouth, Dodge, DeSoto, Chrysler
and Imperial—has conducted its own
pre-announcement teaser campaign.
This year, the divisions are virtually
foregoing teaser campaigns. Instead,
the corporation is running a massive
teaser campaign in spot radio featuring the whole Chrysler line.

2) Chrysler, No. 3-among network television spenders last year, is revising its net tv strategy this year. After dropping Climax! last June, Chrysler (the corporation, not its divisions) will probably postpone until spring buying any regular net television show. Instead Chrysler will use a net tv "special" to introduce all five 1959 model cars to the public.

What's behind this unusual air media strategy? Interviews with Chrysler admen point to these four basic reasons.

• First, limited ad budgets for the fourth quarter of 1958. It's no secret that Chrysler Corp. sales are hurting. Compared to 1957's first six months, Chrysler sales this first half plummeted 42.2%, and its share of market dropped to 14.27%. Even worse, while Chrysler

Corp. profits hit almost \$90 million in the first half of last year, the company suffered a net loss of more than \$25 million in the same period this year.

Although no one at Chrysler will admit it, it seems apparent that this financial cloud has resulted in severe cuts in ad budgets. Thus Chrysler's unusual strategy is based, in part, on the need to stretch ad dollars further than usual.

- Second, the corporation had to develoop the teaser campaign because most of the divisions had no teaser campaigns planned; in fact, of the four divisions, only the Chrysler-Imperial division will run any teaser commercials at all. The divisions wanted to drop traditional teaser advertising in order to concentrate their budgets on amouncement and post-announcement campaigns. So the corporation had to step in and fill the gap.
- Third. Chrysler felt that its competitors were copying many Chrysler Corp. styling features, i.e., tail fins, and wanted to get this point across to the public before all the new cars were out. The teaser campaign will hit hard on Chrysler's styling leadership.

Fourth, and last, there is growing belief that the individual divisions should sell the product and its features, while the corporate budget should concentrate on creating a corporate image for all Chrysler cars. While this has been true in the past, the new campaign carries this strategy out to an even greater degree.

The spot radio campaign will start 2.1 September and run for three weeks. Both 20-second and 60-second spots will be used in the 50 top markets, with at least one station (and perhaps more, depending on availabilities) in each market.

National spot will also be used, on both NBC's Monitor (probably the full 165-station lineup) and CBS' Impact (again, probably the full 163-station lineup). Only 60's will be used on Monitor, both 60's and 30's will be used on Impact.

The spot radio campaign will have three phases, which will overlap and have similar overtones:

• The opening phase, according to Chrysler's corporate advertising and sales promotion director Richard E. Forbes, will be a "thought-provoking"



Chrysler Corp. corporate advertising and sales promotion manager Richard E. Forbes

effort aimed at potential new-car buyers and emphasizing Chrysler's styling leadership.

• The second phase will start the "hard sell" aspect of the campaign. The theme: "Cars that can do what they look like they can do—and they

(Please turn to page 65)

### HERE ARE THE RADIO AND TELEVISION PLANS



Plymouth Division:
Lou Hagopian, Plymouth
ad and sales promotion
director, reports that
Plymouth's advertising
theme for its 1959 models
will be, "If it's new, Plymouth's got it." Plymouth
will have no teaser campaign, will use spot radio
in 30 top markets for four
weeks starting 16 October,
with mostly 60's, some
20's and 30's, Plymouth

will also use national spot on CBS' Impact seven nights a week (60's only), also starting 16 October and running for four weeks with possibility of extension. Plymouth, which last year had Date with the Angels (ABC TV), one quarter of Climax! (CBS TV) and one half of Lawrence Welk (ABC TV), this fall will have full sponosroship of The Plymouth Show starring Lawrence Welk, Wednesday nights, ABC TV, 7:30-8:30 EST, on about 180 stations. Plymouth's agency is N. W. Aver.



Dodge Division: W. D. "Pete" Moore, ad and sales promotion director, explains that Dodge's advertising theme will be "The newest of everything great, the greatest of everything new." No advance teasers will be used, introductory campaign will start I October with a spot radio campaign in 100 top markets, will run 20's and 60's several times

a day on several stations in each market, will also buy into MBC's Monitor sports package. Dodge is still looking into other possible net radio buys. Net tv buy will be Dodge Dancing Party, Saturday night Lawrence Welk show on 209 ABC TV stations which will cover 200 major markets for Dodge. Dodge, unusual among all automotive divisions in industry in that more than 50¢ of every ad dollar went into net tv in recent years, this fall will shift heavily into spot radio. Dodge's agency is Grant Advertising.

#### How Chrysler Corp. sales compare to net tv/radio expenditures

	PASSENGER CAR SALES	SHARE OF MARKET	TOTAL AD BUDGET =	NET TV 8	NET RADIO *
1950	1,113,794	17.60%	\$19,980,713°	8495,532	\$904,908
1951	1,103,330	21.80%	\$21,072,729 d	\$1,263,636	\$880,861
1952	884,667	21.27%	\$20,378,198 d	\$1,611,362	\$945,321
1953	1,165,357	20.31%	\$28,229,177 d	\$3,006,792	\$905,005
1954	714,347	12.91%	\$30,829,359 <sup>4</sup>	\$8,820,955	\$1,867,212
1955	1,206,195,	16.82%	\$53,789,249 °	\$17,272,769	\$1,300,000 b
1956	922,043	15.48%	\$48.140,471°	818,198,264	\$750,000 b
1957	1,096,359	18.33%	\$61,429,589 f	\$18,915,776	\$1,100,000 b
1st half 1958	337.917	14.27%	\$13,880,975 s	\$9,577,069	\$200,000 b

s all divisions and all products.

-Includes net ty, net radio, magazines, newspapers and Sunday supplements, -Includes net ty, net radio, magazines, newspapers, Nunday supplements and bus publications (est.).

-includes net tv, net radio (est.), magazines, newspapers, Sunday supplements and

f—Includes net tr, net radio (est.), magazines, newspapers, Sunday supplements, business publications (est.) and outdoor. g-Includes net tv. spot tv (est.), net radio (est.), magazines and Sunday supplements

Sources; TeB. CNA-BAR, P.I.B., BOA, OAL and SPONSOR estimates

#### **ALL FOUR CHRYSLER CORPORATIONS DIVISIONS**



DeSoto Division: J. L. Wichert, ad and sales promotion director, says De-Soto will have two ad themes. First will be "Everything you see, everything you touch is new." Second theme will be "The smart way to go places," which will be backbone of year-round campaign. DeSoto will not use either net tv or net radio this fall, al-

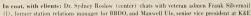
though looking into possible net tv shows to start next spring. Two major campaigns will be in spot tv and spot radio. Spot radio will be saturation campaign in top 10 markets, averaging about 4 stations per market, five to 10 spots per week, including 10's, 20's, 30's and 60's, starting about 16 October and running through early December. Spot tv campaign will be national spot, using about 175 stations in 60 top markets, 10's, 20's, 30's and 60's, starting about 16 October. DeSoto's agency is BBDO.



Chrysler-Imperial Division: James C. Cowhey, only recently appointed ad and sales promotion director for both Chrysler and Imperial, says Chrysler will use as theme "The lion-hearted car that's every inch a new adventure." Imperial theme will be "Excellence without equal." Imperial will use no air media, Chrysler will be heavy in radio,

will be only division employing teaser campaign. Threeweek spot radio campaigns will break about 17 October, using 300 stations in top 100 markets, 10's, 20's, 30's and 60's, will also use Monitor. Teaser theme will be pegged on "Lion-hearted Chrysler," announcement theme will stress car is now on display, post-announcement will urge buyers to see and drive. Cowhey is considering possibility of returning to tv next year, probably in network, has allowed for it in 1959 budget. Agency for both Chrysler and Imperial is Y&R.







In shirtsleeves, with slip-stick: Roslow can be found like this often in his N.Y. office

REHIND THE RATINGS SYSTEMS-PART ONE

### THE PULSE—in-home interviews

Since 1941, when this broadcasting service was founded, clients have gone from four to more than 1,400

Here is the story behind The Pulse, behind its growth and about the man who built it—Dr. Sydney Roslow

What Pulse surveys in air media: Network radio, monthly in 26 markets; by ¼ hours. Network it, monthly in 22 markets; by ¼ hours. Syndicated film, monthly in 22 markets; by programs. Spot radio, from two to 12 times a year, depending on market; in 200-plus market; by ½ hours. Spot its from two to 12 times a year, depending on market; in 157 market.

Out of home radio: measured along with and included in regular radio reports. Technique: All personal interviews in the home; auto data gathered at same time. Time covered: From 6 a.m. to midnight. Extras: Qualitative data such as audience composition, market or product research.

It was a rainy night in Chicago when the young lady interviewer representing The Pulse, Inc. punched the doorbell of a swank apartment. Almost instantly, as if she were expected or even long-awaited, she was admitted by a suave, hot-eyed gentleman decked out in a white tie and smoking jacket with satin lapels.

"Come in, come in," he said. "You must be soaked, darling. Let's get those wet things off and meanwhile I've a drink all ready and waiting for you." Somewhat shaken, she followed him into a cozy living room complete with couch, fireplace, and bar. It wasn't until he had relieved her of her coat and clip-board that she got around to mentioning she was from The Pulse. He didn't withdraw his offer of a drink, and he answered her questions—but his heart wasn't in it.

As she left, the buzzer sounded. In the doorway was a svelte blonde, obviously not from a research firm. But this time, Don Juan took no chances. "You are Miss So-and-so?" he asked carefully.

"There's no substitute for people talking to people," says Dr. Sydney Roslow, president, director and founder of The Pulse, Inc., and a confirmed protagonist for the personal interview method of determining radio and tv ratings. "And there'll be no substitute," he adds, "as long as people— and not automatons— are the audience."

The Pulse is a personal interview, aided-recall survey conducted in the home. It uses a printed roster of programs and a modified probability sample based on U.S. Census block statistics and standard Sales Management data: interviewers have no control over either of these. Pulse does not employ diaries, metering devices, or phone calls. (In 1954, The Pulse did make a move in the direction of automation with the development of its DAX, an electronic peeper-counter that not only computed ratings but typed them in finished form; once developed, however, it was promptly shelved.) The basic equipment in a Pulse survey is shoes. Pulse interviewers, on their round of doorbell-ringing, wear out an estimated 10,000 pair a year.

Along Madison Avenue and its counternarts across the country, it is easy to get into arguments over the relative superiority of one rating service over another. Some media people will tell you that Pulse ratings "run too high, favor stations and confuse timebuyers." Others are quick to retort that Pulse ratings "are the most realistic, credible, are happily free from 'freak' overnight rises or falls that can obscure a market picture." Critics of the Pulse personal interview say that persons trapped in their living rooms by an inquisitor are apt to come up with some highly suspect answers either through impatience or in the hope of being accommodating. Proponents of the technique say that it is psychologically sound and the only real way to get qualitative data (audience composition, commercials recall).

The one significant fact that transcends all argument is that in its 17 years of history, The Pulse has never veered from its personal interview technique; the only changes have been enlargement of samples and expansion of markets. And during that time, clients of The Pulse have swelled from an original four to more than 1,400. To understand the growth of this research firm, it is necessary to know something of the man who made it.

Stocky, soft-spoken Syd Roslow has come a long way since his birth, in 1910, up in New York's upper East Side. But as the prototype of the successful executive he hasn't begun to keep pace with the company he built. The Pulse, since its 1941 beginning, has increased its annual dollar volume from \$59,000 to well over \$1 million. But Roslow, in his tastefully-appointed Fifth Avenue office, still greets visitors in his shirt sleeves with collar and tie stripped open. His New York office staff has swelled from the original two (himself and his wife, Irma) to 125, and his desk is well-equipped with inter-com and buzzers. Yet Roslow ignores the buttons, still sings out for his secretary.

Although the facts and figures he deals with are often decisive in the purchase of millions of dollars of air time, Roslow remains a man without pretense—and without delusions. As one adman put it, "Syd can't even seem to believe in his own luck."

(Please turn to next page)

#### HOW THE PULSE DOES A REPORT ON STATIONS IN A TYPICAL MARKET

- The market: Bangor, Me., where Pulse surveys twice a year, March and November.
- In October, Pulse checks to learn of any changes in market; writes stations for program schedules; alerts local Pulse supervisor and her field crew.
- Checks local newspapers and TV Guide (if available), also
  program schedules that come from stations. Prepares program roster that the interviewers will use.
- 4. Date of survey is set. Field supervisor brings her staff together and gives them a refresher course (or where new people are used—a training course).
- 5. Meantime The Pulse home office has selected the sample.
- Supplies—including program rosters, sample, etc.—go to the field supervisor.
- 7. The interview crew goes to work. Only housewives are used as interviewers; Roslow finds them most responsible.
- 8. Local supervisor spot checks the crew while the survey is on.
  9. The completed questionnaires start to come into the mail room in N. Y. Pulse headquarters. (They come directly from interviewers.) All these envelopes go directly to one department where they are opened, sorted, Mail verification cards are sent to the homes interviewed. This is another check to make certain that the sample has been observed and that homes reported called on actually were interviewed.
- Meantime, the tabulating department takes over and starts totalling replies to each question.
- 11. At same time, the program roster department is updating the program schedules—entering, correcting, verifying.
- From tabulating, returns go to computing where the ratings and shares are prepared in the rough.
- 13. Rough ratings and revised programs schedules are put to gether. This happens in the typing department. Here for the first time one person sees all parts of a report. Up until this point no one person handles more than one page of a report. As fast as tabulators, or calculators finish a page (they work with time segments or an old report) it is double-checked by another person. All the way down the line department heads spot check for inaccuracies.
- 14. Report goes to multilith for printing. Final inspection.
- 15. Dr. Roslow makes final-final inspection. Reports mailed.



Pulse interviewers (all housewives) at office for a pre-survey briefing



Husband-wife team: Roslow (1), his wife, Irma, and public relations director Lou Frankel confer before a trip. Irma Roslow was first Pulse employee, still comes regularly to office

#### THE PULSE (Cont'd)

Perhaps it is this streak of incredulity—the suspicion that things are not always what they seem—that led Roslow into the twin fields of psychology and research. It might also explain why, with a capable staff of expert analysts, he himself is frequently found checking and rechecking their figures with his own slide-rule.

In his time, Roslow has probably rung more doorbells than any other figure in broadcasting. He worked his way through New York University (winding up with a Ph.D. in psychology) as a door-to-door researcher for Psychological Corp. On one such assignment, in 1931, he proposed to the interviewer working the other side of the street, a pretty brunette from the Bronx, and also an NYU student. They were married the following year.

With his wife. Irma, Roslow started The Pulse in October 1941, after about a year of pre-testing the personal interview technique. A small office at 1674 Broadway, skimpily furnished with rented furniture was the headquarters: the accoutrements didn't matter much: Roslow and his wife spent most of their working days out on the streets ringing doorbells along with 20 interviewers. Since then, The Pulse outgrew two other offices (seven years at 15 West 46th, five years at Fulton and Broadway). The staff of interviewers grew to the present strength of about 3,000 in some 200 markets, doing studies also in Europe, Canada, Mexico, Puerto Rico, and Hawaii. Chicago and Los Angeles offices have been added, as well as a 12-man London office. In the New York headquarters, Mrs. Roslow still has her own office, serves as a troubleshooter ready to leap in when things get hectic.

The very first clients of The Pulse were four New York radio stations, WNEW, WOV, WEAF, and WABC. Later in 1941, Roslow got his first advertising agency subscriber, N. W. Ayer, which is still one of the 128 agencies that now use The Pulse. The following year he acquired his first advertiser client—Bulova Watch Co. The present list of Pulse clients in the advertiser, producer, and management bracket numbers 33.

The list of stations that are Pulse clients has swelled to an average of about five radio outlets per market in about 200 markets, or about 1,000, plus some 250 tv stations. It is the broadcast surveys from which Pulse now derives most of its income—about two-thirds. The remaining third comes from market, product, consumer, and print-research. About its largest single survey was a special one for a tv network which needed to study a market before filing an application. The cost: \$23,000.

During the earlier World War II years, when Pulse was still a single-market survey in New York (the second market, Philadelphia, wasn't added until 1944: Boston, Chicago, and Cincinnati were included in 1946), The Pulse acquired a rather strange subscriber—British Broadcasting Co. It

(Please turn to page 67)

## Spot tv o

This coming season the Washington State Apple Commission will, for the first time, allocate a major part of its consumer advertising budget to spot television.

This decision is no whim but is, rather, based on firm test results last season. Then, as always before, the Commission began its campaign with primary reliance on newspapers and consumer magazines. As the season wore on, and various test results became known, spot tv kept growing. This year tv will lead all the way.

The significance of the new strategy is simply that the Commission has learned through experience that it can generate more excitement for its highly seasonal product through spot tv. The Commission has a peculiar marketing problem. Its perishable commodity, apples, must annually make a cross-country "market march." Speed, flexibility and dramatic impact are all important; spot tv, the Commission has learned, provides these as a matter of course.

The new campaign strategy marks an almost complete turnabout in thinking: traditionally newspapers were the primary medium, with consumer magazines second. This coming year, spot to has an allocation of 53%, with supplemental radio claiming another 3%. National consumer magazines are tabbed for 25%, while newspapers will pick up only about 5%. The balance goes for production, trade publications and special supplemental media.

While the budgetary breakdown is already established, the exact figure is unknown because it is tied-in, via a levy-per-box, to production. Best estimates are that it will approximate last year's figure which approached SI million. Of this amount, well over half is devoted to media advertising, while \$200,000 goes for point-of-sale and other merchandising aids.

The Commission looks to its consumer advertising for two jobs:

- Build consumer demand—for apples generally, Washington State apples in particular, and
- Support for its extensive in-store "package promotion" merchandising plan.

The over-all marketing problem faced by the Commission, while com-

## ds' shows proves No. 1 apple seller

- **▼** Washington State Apple Commission turns to spot television for its cross-country 'market-by-market march'
- ✓ Budgeted last year as a 'supplement,' air media bested all others in promoting a perishable commodity

mon to other producers of perishable commodities, is more than a little unusual. It corresponds roughly to launching a product into national distribution, but doing it every year.

Washington State apples are the only apples marketed and advertised nationally, yet distribution never blankets the whole country at any one time. At the start of the season, in early fall, distribution and advertising are concentrated in the West and South. As the season progresses, the boxcars and the campaign move into the southeast coast, then the upper Mid-Central area, finally reaching the Northeast after the first of the year.

This year's budget reflects a "change of change of commission's account executive at Cole & Weber, Seattle. "The majority of our advertising has been concentrated in newspapers for a good many years, but we believe the account can benefit from this change of emphasis," he adds.

The pattern this year, will be similar to that tested and developed last season. Spot tv will be used on some 70 stations, in about that number of markets, at a concentration of two or more spots a week on specific kid shows.

"Because apples are a commodity that appeals particularly to children," Sandiford says, "we believe the participation-for-children shows, in late afternoon-early evening times, offer the best opportunity to talk to an interested audience of both youngsters and adults."

To add dramatic interest, the spots feature Lew Burdette, noted Milwau-kee Braves pitcher. He displays some baseball technique, then talks to "Lit-tle Leaguers" about the "big league energy" in Washington State apples.

In-store merchandising and promotions come in for special attention from the Commission in its total marketing plan. This year's new advertising strategy is shown in the coming "package promotion" plans which carry the theme "TV time is APPLE TIME." In the past the theme has been selected independently from such appeals as timeliness, variety or price, This year the theme emerges from the advertising itself. A national advertiser for the past 20 years, last year was the first time the Washington State Apple Commission had ever drastically revised its media strategy. 1957's campaign began in the customary fashion with a small (\$15,000) radio budget in the extreme western and southern markets.

As distribution spread, and shipment schedules were established, the need for quick-acting "overnight" spot scheduling disappeared and newspapers moved to the fore. But the Commission found tv was producing out of proportion, so strengthened it to where it about equalled newspaper expenditures by January-February. With the March-May period it became the dominant medium. Result: from a preseason "supplemental allocation" it finally garnered 40% of the total budget, compared to newspapers' 44%.

"We saw the results of the media change in the statistics," notes Sandiford. "Though the 1957 crop was one of the largest in history, with almost 35,000 cars, we had moved 12,000 cars by January 1, 3,000 more than the year before. Each month surpassed previous figures with the result that the record crop was moved to market in good order by the end of our selling season in June."

The Commission's advertising and promotion budget is tied directly with the size of the crop. There is a levy of 5¢ on each 40 pound box. A railroad car holds 800 boxes.

This year the Commission will secure extra point-of-sale impact by tying-in jumbo displays such as this with local spot tv advertising



Viewing banner are, 1 to r, Don Stewart, field service rep; Ann Albertson, Apple Blossom Queen; W. H. Sandiford, Cole & Weber a.e.



## Avalanche of new products change

- Agencies and advertisers are revising old theories of budgeting and media buying for new "speed up" era
- ✓ No more "established" brands, say admen, as newcomers claim 30-90% sales volume in some industries

New products, cascading into the market in an unbelievable torrent, are profoundly changing the face of American advertising, and upsetting many old cherished principles, theories, tactics and strategies of advertising procedure.

That's the one inescapable conclusion to be drawn from a just-completed sponsor study on "New products and what they mean."

With newcomers grabbing off from 30% to 90% of sales volume in such key industries as foods, drugs, soaps, eigarettes, cosmeties (see box), and thousands of even newer products being readied in research laboratories the impact on traditional advertising concepts is truly staggering.

Among many old-fashioned theories being challenged, and in many cases discarded are:

· The long steady pull techniques

of the "keeping everlasting at it brings success" school of admen. Nowadays, emphasis has shifted to short-term high-horsepowered campaigns for products that are "here today and may be gone tomortow".

- The established brand concepts of 15-20 years ago when manufacturers could comfortably figure that at least some of their products were firmly and solidly entrenched with a loyal public. "Hell, there are no established brands any more," an agency v.p. told spoxoson last week. "There are popular brands. But any one of them could be shoved out of the picture next year by some new improved upstart."
- Investment spending tactics, by which advertisers poured back all profits on a new product into additional advertising over a period of several years, are being carefully reconsidered.
   At one time P&G allowed as much as a

three-year "payout" on a new product, before expecting profits. Nowadays, say many marketing strategists, "payouts must be shorter or the competition will kill you."

· Media franchises no longer are held in the same high regard they once were. Not so many years ago advertisers and agencies believed (with considerable encouragement from space and time salesmen) that by advertising consistently in the Saturday Evening Post or network radio that they built up a solid, and important "franchise" in the medium. At present, due to new product speedup, there's relatively little of this long-term franchise thinking, but greatly expanded emphasis on short-term opportunities and results, with radio and tv spot getting a bigger play for speed and flexibility.

Behind these, and other equally revolutionary changes in advertising philosophy, lie some almost unbelievable new product facts.

According to Paul S. Willis, president of the Grocery Manufacturers of America, products which did not exist 10 years ago now account for more than a third of all food sales. And, predicts Willis. 10 years trom now.

#### THE SPEED-UP: THREE CASE HISTORIES



Pall Mall, first cigarette to go modern, redesigned 1939, then stepped to 7th place in *Jour years*. Previously, the brand sold under various formulas for more than 10 years. Now in second place and sales holding up better than any other non-filter—king or regular



Marlboro, 30 years a ladies' filter, bombshelled in 1955 with the new sales approach to mem—climbed to 7th place in two years. Now in both box and soft pack, brand's comprehensive advertising, marketing campaign regarded as one of the most outstanding in years



Kent, which introduced Micronite in 1956 enjoyed favorable nicotine-tar reports by two independent magazine studies, zoomed in two years to probably 7th, possibly higher, presently includes a claim to 1st place in N.Y. market. Kent didn't exist six years ago!

## d tactics

50% of all food sales will be in products not yet on the market today.

Grocery manufacturers are spending upwards of \$100 million annually on product research, and all trade sources expect the tempo of new product introduction to increase sharply in the next few years.

The drug field is also boiling with new product research, and the development process is picking up speed. Recently, the research director of a large drug firm told his staff when the lab problems of a new drug were solved, "Congratulations. Now get back to work and find me the drug that will put this one out of business."

Many new proprietary (name brand) drugs are coming from the startling breakthroughs being made in medical science, and in the ethical drug field. Super Anahist, for example, was based on an ethical drug introduced in 1947. Two years later, Warner-Lambert adapted the anti-histamine for overthe-counter sale, and applied it to new spray packaging, conventional lozenges and other forms.

Drug men forecast mass markets for other new products based on ethical drugs in the near future, even though such established leaders as Bayer Aspirin, Listerine, Alka-Seltzer are holding up well.

In the soap field, where P&G reports two-thirds of its business in products not in existence 12 years ago, the big story, of course, is the continued rise of detergents. First introduced in 1947, the swing now is toward the liquid form. Eventually, says the spokesman for a major company, liquid detergents will replace all conventional soap.

Meanwhile though, the bar soap business is lathering with new products and packaging changes, and with the introduction of color to such old favorites as Lux and Dial.

In toiletries the speed-up in new product developments is perhaps fastest, and most furious of all. The industry has been swept by a wave of new items based on research developments—lanolin, chlorophyl, ammoniates, fluorides, vitamins, etc., and it is believed by leaders in the field, that the flow of fads, inventions, new addi-

#### **MAJOR INDUSTRY BOX SCORES**



Food: more than 33% of today's volume in new products. Frozen, instant, precooked, other convenience products making big growth



Soap: at least 65% current business in detergents, liquids and other products that didn't exist a decade ago. Also, old brands are revising



**Drugs:** 70% of ethical products now prescribed were unknown 10 years ago; these new discoveries may drastically alter proprietary sales



Toiletries: innovations in formulas, additives and dispensers plus entirely new products account for as much as 80-90% of current sales

tives, and new packaging will build in volume.

Significant fact about toiletries: products in this category have a shorter average life than almost any other type—ranging from a few years for toothpastes to a few months for some cosmetics.

In the cigarette industry, products and brands are changing positions faster than ever before in history (see box) and the pressure for new filters, and packages has tobacco men constantly revising ad plans and schedules.

Add all these industry facts together and it's easy to see why old leisurely advertising concepts won't fit the modern picture. The new product avalenche is so overwhelming and so staggering that practically every old advertising textbook must be rewritten to deal with it properly.



#### Products featured in the Kroger-WERE promotion.

Kroger pushed seven private labels, 11 national brands in its promotion

#### KROGER "PRIVATE LABEL"

Tomato juice
Pineapple-grapefruit drink
Pork & beans
Glazed donuts
Wiener rolls
Sandwich buns
Sliced white bread
Footballs

#### NATIONAL BRANDS

Banquet fried chicken Swift Premium bologna Carling Black Label beer Pepsi-Cola Hellmann's mayonnaise Chef Boy-Ar-Dee Saltest ice cream Silver Dust soap powder Milan's 1890 Dressing Hills Brothers coffee Durkee margarine

Pointing out personality tie-in in Kroger ad is Ed Paul, WERE sales mgr. Kroger execs Chet Lowe, grocery merchandiser, Tom Kinsella, asst. ad mgr. and Lawrence Flynn, ad and sales prom. dir., look on

## Kroger tests new spot radio pattern

This third largest grocery chain used a week-long saturation spot radio promotion for 35 Cleveland stores

Plugging seven private, 10 national brands, the promotion tied in the station personalities with the products

Every food advertiser, and his agency, will be interested in the pattern of a recent saturation spot radio promotion in Cleveland by the Kroger chain.

The significance of the promotion lies in its bearing on the current battle between chain "private labels" and national brands (see SPONSOR, 30 August, page 39).

On behalf of its 35 stores in the greater Cleveland area, Kroger (third largest chain with a 1957 gross of \$1.6 billion and 1400 stores) pushed seven "private label" products, as well as a regional brand, a national brand and a non-food item via a week's promotion on a Cleveland independent radio station—WERF.

As part of the same plan, 10 national brand items were plugged through instore merchandising. The promotion was called "Kroger WERE Value Days," and ran from 25 August to Labor Day weekend. It was preceded by a teaser campaign on Wednesday, through Friday of the week before. The promotion had several interesting facets. First, it comprised a new media strategy for Kroger, using as it did a week-long spot saturation complete with a three-day preceding teaser. Second, it was devoted principally on the air to "private labels."

A third, and somewhat unique, facet was the identification of product with personality, whereby each station personality was given one Kroger deal to push. Fourth, radio was used to spearhead the complete promotion package.

There's little doubt of the campaign's success. Grocery chains are traditionally uncommunicative about business, and Kroger in this case is no exception. But Lawrence Flynn, ad manager for Kroger's Cleveland division, admits this: "I think the idea has tremendous potential. It gives both Kroger and WERE something through mutual effort that neither of us could buy. It was the most extensive campaign we've ever conducted. We certainly look forward to incorporating this type of

promotion in some future campaign."
Kroger has been advertising on

WERE for four years. "During that time," reports station sales manager Ed Paul, "we have seen the trend in advertising of national brand foods develop a new concentration on the local level."

Using that knowledge as a cornerstone the chain called in the station to explore ways to capitalize on this trend. Recalls Tom Kinsella, assistant advertising manager for the chain's Cleveland division: "We were striving for the maximum 'retail sales effect' aimed directly at shoppers." The promotion, as devised, used the strong merchandising idea of in-store promotion and added a completely new ele-

"We decided," Ed Paul says, "that the way to hypo the sale of specific items was to mechandise the air personality directly with the product in three ways; on the air, in the store and in other media."

The resulting promotion used WERE personalities in a heavy spot schedule on the station, in the in-store merchandising pieces and, for the kick-off, a product-personality tie-in in a "double truck" in the Cleveland Press.

The promotion had two separate phases: on-the-air commercials and in-store displays, so that consistent cross-plugging occurred.



In the first phase, on the air, commercials were devoted, with one exception, to Kroger "private labet" products. Quite apart from the promotion plan, but running in tandem with it, the station tied in its regular scheduled sponsors whose products were featured in Kroger with the promotion, though no personality was tied in directly.

In the other phase of the promotion, the in-store displays, Kroger spotlighted—with banners, pushcart displays, end displays and shelf talkers the products it wanted to feature. Among these were, of course, the "private label" items being plugged on WERE, but in addition there were several national brands.

Featured on-the-air were Kroger "private label" products, each tied in directly with a station personality, with each man assigned to plug a particular product. There were 10 spots each in the Wednesday-Friday teaser preceding the campaign. During the following week, 12-13 spots a day were used.

The station's morning man, Ernie Simon, sold the chain's private label tomato juice and pineapple-grapefruit drink. Tom Edwards, with a 10:30 a.m. to 2 p.m. show aimed at housewives, had pork-and-beans. Bill Randle, with an afternoon show, plugged glazed donuts, followed in the evening by Phil McLean, who pushed frankfurter rolls, sandwich buns and sliced white bread. From midnight to 5:30 a.m., Carl Reese sold Banquet Fried Chicken, a regional item. On Saturday Bob Ancell promoted the sale of footballs, a non-food item Kroger is handling. Jimmy Dudley, who does play-by-play for the Cleveland Indians on the station, pushed Swift's Premium Bologna during the games. The latter was a natural tie-in since Swift has a regular contract for Dudley's pre-game baseball show.

mt

ele-

per-

RE

If "localizing" food advertising is advantageous, the principals reasoned, what would "personalizing" add? To find out, the campaign went a step further: each WERE air personality had copy prepared specially to pinpoint his particular food-sale item, as well as take advantage his particular style of presentation and delivery, and his show's "atmosphere." This "man-to-product" assignment had an additional virtue, it is believed, through adding a competitive air to each man's

(Please turn to page 68)

#### TV REVENUES IN MULTI-STATION MARKETS

Here are income figures (1957) as released by FCC for all U.S. markets having three or more tv stations

	NO. OF STATIONS IN OPERA- TION	NO. RE- PORTING \$25,000 OR MORE TIME SALES	TOTAL BROADCAST REVENUES <sup>1</sup>
TV MARKETS			
Albany-Schenectady-Troy, N. Y.	3	3 3	\$4,017,429
Albuquerque, N. M.	3 3#	2	1,356,426
Albuquerque, N. M. Amarillo, Tex. Atlanta, Ga	3	3	5,482,791
Politimore Md	3	3	7,088,148
Boston, Mass. Buffalo-Niagara Falls, N. Y. Cedar Rapids-Waterloo, Iowa Charleston-Oak Hill-Huntington, W. Va.	3#	3	*
Buffalo-Niagara Falls, N. Y	3	3	6,706,769
Cedar Rapids-Waterloo, Iowa	3	3	2,045,214
Cedar Rapids-Waterloo, Iowa Charleston-Oak Hill-Huntington, W. Va. Ashland, Ky. Chicago III. Cincinnati. Ohio Colorado Springs-Pueblo, Colo. Columbus, Ohio Colorado Springs-Pueblo, Colo. Columbus, Ohio Corpus Christi, Tex. Dallas-Fort Worth, Tex. Denver, Colo. Des Moines-Ames, Iowa Detroit. Mich. El Passil, C. Ind. Henderson, Ky. Fort Wayne, Ind. Fresno-Tulare, Cal. Calveston-Houston, Tex. Green Bay-Marinette, Wisc. Green Bay-Marinette, Wisc. Greensboro-High Point-Winston Salem, N. C. Hartisd-New Haven-Bristol-New Britain, Conn. Indianapolis-Bloomington, Ind. Jackson-High Piont-Winston Britain, Conn. Indianapolis-Bloomington, Ind. Jackson-High Piont-Winston Britain, Conn. Indianapolis-Bloomington, Ind. Jackson-High Pion-	4	4	3,329,010
Chinana, Ny.	4	4	31,301,334
Cincinnati Ohio	3	3	7,609,081
Cleveland, Ohio	3	3	12,972,834
Colorado Springs-Pueblo, Colo	3	3	1,162,821
Columbus, Ohio	3	3 2	5,849,008
Corpus Christi, Tex.	3# 4	4	7.001.001
Dallas-Fort Worth, 1ex.	4	4	7,891,021 5,358,236
Des Moines Ames Iowa	3	3	2 973 447
Detroit, Mich.	3	3	2,973,447 15,767,107
El Paso, Tex	3	3 3	1,523,539
Evansville, IndHenderson, Ky.	3	3 3	1,361,484
Fort Wayne, Ind.	3#	3	
Fresno-Tulare, Cal.	4# 3	3	2,509,362
Galveston-Houston, 1ex.	3	3	6,788,065 1,982,078
Creenshoro-High Point-Winston Salem N. C.	3#	3 3 2 3	1,702,070
Harrishurg, Penn.	3#	3	*
Hartford-New Haven-Bristol-New Britain, Conn.	4#	4	4,525,198
Indianapolis-Bloomington, Ind.	4#	4	7,182,849
Jacksonville, Fla.	3#	3	2,655,448
Kansas City, Mo.	3	3	6,555,300
Jacksonville, Fla. Kansas City, Mo. Knoxville, Tenn. Las Vegas-Henderson, Nev. Little Rock-Pine Bluff, Ark.	3	3 3	1,815,313 939,993
Little Rock-Pine Bluff Ark	3	3	1,888,189
Los Angeles, Cal.	3 7	3 7	35,587,678
Madison, Wisc.	3	3	1,542,551
Memphis, Tenn.	3	3	4,089,935
Miami-Ft. Lauderdale, Fla.	5#	4	6,460,262
Milwaukee, Wisc.	4	4 4	6,699,085 8,957,996
Nachville Tenn	3	3	3,386,742
New Orleans, La.	3#	3	4,554,624
New York City, N, Y.	7	3 7 3	52,904,223
Norfolk-Portsmouth-Newport News-Hampton, Va.	4#	3	3,054,129
Oklahoma City-Enid, Okla.	3	3 3	4,542,447
Omaha, Nebr.	3# 3	3	17,812,183
Philadelphia, Penn.	4	- 4	2,878,898
Pittchurgh Pa	3#	3	9,787,303
Portland, Ore.	4#	4	4,466,440
Raleigh-Durham, N. C.	3	3	1,437,049
Richmond-Petersburg, Va.	3	3 3	2,663,035 2,085,528
Roanoke-Lynchburg, Va.	3	3	2,085,528
Rochester, N. Y.	3	3	3,546,281
Sacramento, Cal.	3# 3	3 3	3,072,159 3,178,470
San Antonio Tev	4#	4	3,443,524
San Francisco-Oakland, Cal.	4#	3	12,579,011
Seattle-Tacoma, Wash.	4	4	5,802,093
South Bend-Elkhart, Ind.	3	3	1,551,504
Spokane, Wash.	3	3	2,473,434
St. Louis, Mo.	3 3	3	8,223,163 3,473,198
Tuggon Ariz	3#	3 3 3	1,318,303
Tulsa, Okla.	3	3	3,409,170
Washington, D. C.	4	4	8,701,088
Wilkes Barre-Hazelton-Scranton, Pa.	4	4	2,382,365
Little Rock-Pine Bluff, Ark. Los Angeles, Gal. Madison, Wise. Memphis, Tenn. Miami-Fi, Lauderdale, Fla. Milwaukee, Wise. Milwaukee, Wise. Milwaukee, Wise. Milwaukee, Wise. Milwaukee, Wise. Milwaukee, Wise. Milwaukee, Mil	3	3	2,761,024
Youngstown, Ohio-New Castle, Pa.	3# 4#	3	2 002 224
Honolulu, Hawaii		· · · · ·	2,093,221
TOTAL 70 MARKETS MARKETS LESS THAN 3 STATIONS TOTAL 207 MARKETS TOTAL 277 MARKETS	238	231	\$429,911,451
TOTAL 207 MARKETS	268	248	\$145,057,606
TOTAL OTT MADUETO	506	479	\$574,969,057

"Folial revenues consists of total time sates less commissions pitus talent and program sales, for spot, and local. "Not all stations in this market operated a full year during 1957." Data withheld because third station in this market in operation for short period during 1957. "\*Data not published for groups of less than 3 stations.

## The BBDO marketing setup grows

- Agency divides department into "brand" and "staff" groups for distribution studies and campaign planning
- Marketing findings aid in media selections, copy approaches, and in promotions to trade

The marketing department of the modern agency has been growing more arms for client service than an octopus has tentacles. BBDO, whose marketing operation was begun under Ben Duffy nearly 30 years ago, is a typical case in point.

A look at the charts on these pages will give an idea of its scope. About the only question left to be answered is: How does such an agency dovetail marketing with advertising?

At BBDO, they are dovetailed through a dozen sales development and sales stimulation techniques—before and after the ad campaign gets under way. Here is how BBDO ties marketing in with the ad campaign.

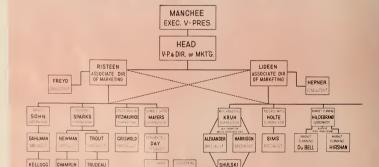
Before the campaign begins-

- (1) Analysis of market potential: What share of market does client now have? How can it be increased? How much money will it take to do it?
- (2) Distribution studies: Sources include syndicated services, clients, other research. Areas of opportunity are defined.
- (3) Sales projections: From the distribution studies, reasonably accurate future trends can be predicted.
- (4) Potentials in special markets: The possibilities in such markets as farm. Negro, college, etc. are studied.
- (5) Package analysis: With more and more similar products crowding store shelves, this area comes in for

BBDO'S MARKETING DEPARTMENT

heavy study. Agency may simply advise or it may even design the package.

- (6) Field tests and checks: BBDO has offices in 15 cities, can get a quick picture of what is happening to client and competitor in the field.
- After campaign is underway—
  (1) Consumer promotion: Works
- (1) Consumer promotion: Works on ways to stimulate sales via trade channels or tie-ins, helps plan promotions.
- (2) Trade promotion: Develops plans for intelligent use of co-op funds or anything else that is pertinent at distributor and dealer levels.
- (3) Trade cooperation: Assists in securing trade paper publicity for client.
- (4) Point-of-purchase activity: Self-service selling of today makes help in this area from agency marketing department welcome.
- (5) Media merchandising: This "extra" includes direct mail, personal trade calls, other media services.
- (6) Sales training and communication: Agency marketing men will often advise on strengthening links between client, its management and its field force.



#### HOW BBDO REVIEWS CLIENT MARKETING

Here is BBDO's "suggested outline" for reviewing the marketing of client products. It serves as a pattern for the agency's client presentations

#### 1. Statement of facts

#### A. Sales history

Should be defined year by year for a sufficient number of years to be significant in terms of dollars, units and share of market.

#### B. Price history by years

This should include deals, other promotions.

#### C. Product history

This covers quality problems that may have been encountered; product improvements; any swings in consumer preference between client's product and competitive products; the package, and changes that have been made.

#### D. Competition

Principal competitive brands, nationally and locally; competitors' business in terms of volume and trends; advantages of the competitors vs. the client.

#### E. The market

Is it growing, declining or static? Who uses the product? Who makes buying decisions among retailers and wholesalers? What changes are taking place in consumer income, population, distribution patterns?

#### F. Consumer attitudes

What do consumers like or dislike about client's and competitors' products and why?

#### G. Distribution

The distribution picture at all levels; the strong and weak markets and the reasons.

#### H. Advertising expenditures

A history by years; cost per unit; % of sales.

#### I. Selling expenditures

A history by years; cost per unit, % of sales. J. Promotion expenditures

#### A history by years; cost per unit, % of sales.

K. History of advertising

Media strategy; copy philosophy and themes; can ad effectiveness be pinned down?

#### L. Summary of product facts

#### 2. Problems and opportunities

The identification of problems and opportunities comes from an analysis of the facts as outlined, in the section above.

#### 3. Objectives

This involves enumerating all the objectives toward which future planning should be directed.

#### 4. Outline of future planning

#### A. Advertising plan

Copy: basic copy policy; examples of the basic copy idea; copy themes directed to special groups or areas; possible copy tests. Media: specific media recommended; the cost, amount and schedule of advertising in each medium; possible media tests.

Trade advertising: basic copy policy; examples of the basic copy idea; copy themes directed to special groups or areas; possible copy testing; specific media recommended; cost, amount and schedule of advertising in each medium; possible media tests.

#### B. Promotion

This covers specific dealer promotions; specific consumer promotions; timing of promotions; possible promotion tests.

#### C. Selling activity

This includes the amount and type of sales work.

#### D. Special activities

These are to meet problems or exploit opportunities in media, promotion and/or sales.

### E. Possible product changes

- F. Possible package changes
- G. Possible pricing changes
- H. Possible research projects
- I. Establish overall timetable
- J. Summary of expenditures

In total dollars related to projected production and as % of net sales; broken down by media, promotion, testing, by sales areas, etc.

#### 5. Summary

- A. Significant facts
- B. Problems and opportunities
- C. Major objectives
- D. Recommended plan

## SHORT WAVE: the quick route to sales in Latin America



Walter S. Lemmon, president of the World Wide Broadcasting System. The potential for advertisers is tremendous south of the border

- ✓ In countries south of the border, more than half of the 16 million radio receivers have short wave bands
- American Express is one of many U. S. advertisers who use short wave to boost their sales in Latin America

On one of his frequent trips to Latin America recently. American Express Co. vice president James A. Henderson was surprised at the impact on local businessmen of a short wave broadcast in English from New York. The show, which reached more than 100,000 American and Latin American businessmen, offered stock market reports on some 200 stocks and discussed business and market trends.

Henderson was especially impressed because one of his responsibilities is to advertise American Express Travelers Cheques. In fact, AE has a more than 81 million ad budget (via Benton & Bowles) to sell these Travelers Cheques. This Latin American business audience seemed perfect for a short-wave pitch from the U.S. on Travelers Cheques.

When Henderson returned to the U.S., he ordered a 13-week schedule on the show, called American Business Bulletins, over WRUL, the international radio station with studios in New York and a 50,000-watt transmitter just outside Boston. The buy involved two 10-second spots a day, five days a week.

In buying time on WRUL (the only private enterprise radio station broadcasting on a commercial basis to Latin America Lypress joined many other far-flung U.S. advertisers using short wave to reach the Latin American market. For example, Merrill Lynch, Pierce, Fenner & Smith have been using American Business Bulletins for about 10 years, with excellent results. Another investment counselor, United Business Service of Boston, also sponsors the show.

Other WRUL advertisers include Phileo International Co.; Firestone International, which sponsors broadcasts of the Indianapolis 500 Race to Latin America; Texaco and Mennen, co-sponsors of the World Series baseball broadcasts to Latin America; General Dynamics, United Fruit, Pan American World Airways, and Minnesota Mining & Manufacturing, all sponsoring institutional programs over WRUL.

Some of these shows are in English and are broadcast directly by WRUL; others broadcast in Spanish and Portuguese are channeled into the Inter-American Network, a chain of 82 stations in all Central and South American countries. Philo International, for example, uses WRUL for both English broadcasts and also the Inter-American Network. Short wave in Latin America, unlike the U.S., is more the

rule than the exception—for over eight million of the 16 million existing sets are equipped for short wave.

After only a month, reaction to Travelers Cheques' short-wave radio spots has been gratifying. Here, for example, are some typical letters received by American Express:

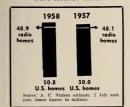
- From Santiago, Cuba, a business man wrote, "When we go north for our vacation, we usually use another type of checks. From now on, nothing but American Express,"
- From Montevideo, Uruguay, another businessman assured AE that
  "As of now, I will assure you all I will buy is Travelers Cheques, starting with \$2,000 worth I need for a trip today."
- From St. Thomas in the Virgin Islands came this letter, with a promise of even more future business: "Three hundred fifty of us at the oil camp listen to your broadcast regularly, and all of us will certainly use American Express Travelers Cheques in the future. And we're waiting for the day when AE credit cards are available so we can use them also."

Walter S. Lemmon, president of World Wide Broadcasting System (which operates station WRUL) believes that this kind of reaction proves the impact of international radio advertising. "And," adds Lemmon, "with the increasingly closer ties between the Americas and with the eventual stabilizing of Latin America's economy, the countries south of the border will be worthwhile markets for international advertisers."

## Facts & figures about radio today

#### 1. CURRENT RADIO DIMENSIONS

#### Radio homes index



#### Radio station index

	Stations on air		CPs not on air	1	New station requests		ew station* Is in hearing
Am Fm	3281 558	1	95 86	T	424 43		109 30
	End	of	August	19	57		
Am Fm	3068 520	1	148 30		340 37		109 5

Radio set index

Set location	1958	1957
Home	95,400,000	90,000,000
Auto	37,200,000	35,000,000
Public places	10,000,000*	10,000,000
Total	142,600,000	135,000,000

Radio set sales index

Туре	July 1958	July 1957	7 Months 1958	7 Months 1957
Home	488,495	597,848	3,452,833	4,236,453
Auto	186,379	256,279	1,650,898	3,090,955
Total	674,874	854,127	5,103,731	7,327,408

#### 2. NETWORK RADIO ADVERTISERS

#### TYPICAL MAJOR NETWORK RADIO CAMPAIGNS

Audiences reached Sponsor	No. different homes reached (000)	Commercial minutes Sponsor	Total comm'l minutes del'vd. (000)
BRISTOL-MYERS	13,143	FORD DIVISION—FORD MOTORS	119,139
BROWN & WILLIAMSON TOBACCO	12,769	BRISTOL-MYERS	87,923
FORD DIVISION—FORD MOTORS	12,769	LEWIS HOWE CO.	69.023
MIDAS, INC.	12,716	MIDAS, INC.	68,760
LEWIS HOWE CO.	12,395	WRIGLEY	68,538
LORILLARD	11,220	BROWN & WILLIAMSON TOBACCO	66,409
CHEVROLET—GENERAL MOTORS	10,792	PLOUGH, INC.	42,086
PLOUGH, INC.	10,792	CHEVROLET-GENERAL MOTORS	41,664
EX-LAX, INC.	10,098	EX-LAX, INC.	38,945
ARMOUR & COMPANY	9,724	UNITED MOTORS—GENERAL MOTOR	

Source: Nielsen Radio Index, covering four weeks ending 12 July. Data shown are for campaigns on individual networks.

## Has local television become a fil

As syndicated and feature film sales soar in most markets, three station men discuss the effects of film programing on ty industry

Howard L. Wheeler, gen. sales mgr...
KHJ-TV, Los Angeles



No station can afford to be just an "outlet"

This is a loaded question.

The answer, obviously, is that while feature and syndicated film form an extremely vital area of local programing, local television is by no stretch of the imagination a film medium. Live programing is, and always will be, an essential ingredient of local programing fare.

The reason is that a television station needs live programing to establish an identity in its market. If a station programs all film (or network) it just dispenses programs without relation to the markets or its people. Such a station is merely an outlet. A successful station must serve its viewers with localized appeal and public service, or it will not be able to build a unique image in its market. It would become just another channel number.

This season KHJ-TV inaugurated live programing that has stirred trade talk across the country. The program which has received most of the publicity is, of course, The Oscar Levant Show which attracted newspaper comment from coast to coast. Witty, unrestrained and utterly unpredictable, Oscar has taken Los Angeles by storm.

KHJ-TV has just signed Don Sherwood, described in a Time magazine article as a "mad, mess, high-pressure San Francisco disk jockey (who is) the highest-paid record spinner on the West Coast and the electronic darling of the Bay area."

42

"Sherwood's range of 14 characters includes Bart Hercules, 'a music monster with a Liberace voice, who teaches weight control to women and peddles yogurt from goats that care enough to give the very best,' and Fidel Trueheart, M.D., a gowned physician who lectures on 'The Human Body; Its Care and Prevention.'

Former heavyweight champion Max Baer also does a show for KHJ-TV, each weekday night from 11 p.m. to 12 a.m. Max. almost everybody knows, has been touring the nightelub circuit with Slapsie Maxie Rosenbloom, but it took his own television show to bring his talents to a fine focus.

Even the news reflects KHJ-TV's "personality." John Willis twice a day presents what is undoubtedly the most comprehensive local news coverage on Los Angeles television. His ability to find the humorous approach to apparently ordinary stories makes him a television personality with a genuine sense of showmanship.

William D. Pabst, gen. mgr., KTVU, San Francisco—Oakland



Good local shows can counterpoint net programing

Being the newest television station in the San Francisco area and its only independent, we are daily asked the question: "has local television become a film medium?"

In the past, this has been all too true. But local television need not stay a film medium.

Old arguments upon the part of network affiliated stations are repeated all too often and taken for whole-truths rather than half-truths.

Do these sound familiar? "The local tv audience wants star-name appeal!" "Film is the only way possible for an advertiser to maintain a low cost-per-1,000." "Film is dependable, doesn't arrive drunk, and eliminates high overhead production costs."

These so-called arguments in favor of film programing are outlawed at KTVU as they are at many of the nation's energetic independents.

Being independent, we can pick and choose our programing. If a live show is worthy enough, we'll put it in the competitive evening hours against network shows and let it stand on its own merits. We've yet to be disappointed ... and so have our advertisers.

Our formula has been ". . . if we can do a good show, then we'll do it, if we can't, then it stays off the air."

We've been on the air just six months; in that length of time we've been highly selective in our local shows. One, of which we're extremely proud is *Doctors' News Conference*, a weekly donnybrook between science writers and authoritative physicians on all kinds of personal health problems.

Collegiate sports—football, basketball, spring events—have all been tied up for television by Channel 2—KTVU. We need three sportscasters to cover all our weekly local sportscasts; so we hired the best three we could find from a national talent search.

Children's programing? We've got a television academy award winning personality in Dr. Tom Groody and his thrice-weekly Science Capsules series; we've got educational, entertaining, programing in our local It's Chris and Captain Satellite shows, making up a weekly total of more than four youngsters.

Energetic, independent television (that's what we like to call KTVU) is a station that has spent nearly \$2-million on good half-hour and feature length packages. We're the first to admit that film has its place in television; but we're also the station to defend our top-flight local performers, personalities, sportscasters and newsmen.

## redium?

John C. Cohan, president, co-owner & gen. mgr.—KSBW-TV Salinas, Calif.—KSBY-TV San Luis Obispo, Calif.



Local stations can't afford to become film mediums

All television stations, regardless of size or market, must deliver an audience commensurate with costs, to achieve results for the advertiser, whether local or network.

Can local programing quality compete with network and syndicated film to accomplish this goal? That is the question. It takes creative ingenuity, versatile personnel and constant effort to win this gamble. But it can be done. Local television has not become entirely a film medium.

Uncle Gary, Clarence the Camera, Lucky the Lion, Elmer, and The Fox are characters unknown outside the coast and northern San Joaquin Valley of California. However, they are living, intimate, close friends of the thousands of moppets served by KSBW-TV and KSBY-TV.

Our live news program, TV News Digest, is a rhapsody in musical chairs. Scheduled 6:30 to 7 p.m. nightly, Monday through Friday, it features six five-minute segments, back-to-back, and has become the major news source for this area.

Another notable live program success is *lunior Auction*, the talk of the 42 towns served by our stations. It has sky-rocketed sales of the sponsor's product over 1,000% as the children accumulate the advertisers' labels in return for the right to bid on prizes.

A live Spanish-language program on Sunday morning, plus plays by Hartuell College Players and other live tv shows, follows our concept that local television must present more than film and network if it is to do an all-around job in this vital medium.



## It just takes one BIG one...

JUST AS ONE BIG PUTT CAN MAKE ALL THE DIFFERENCE in the world in golf... one big station can make a world of difference in your Mid-Gulf TV coverage.

WKRG-TV dominates this BILLION-DOLLAR Mid-Gulf Area in all three rating services (Nielsen, ARB and Pulse). Now, something new has been added . . .



#### NEW, TALLER TOWER ADDS GREATER MID-GULF COVERAGE

Even before, Nielsen gave WKRG-TV 46,000 extra families in the Mobile Market. Now, a new maximum-height tower sends WKRG-TV's better programming booming into tens of thousands of additional Mid-Gulf homes... as the map below clearly shows. For full details of WKRG-TV's lead, call your Avery-Knodel man... or C. P. Persons, Jr., V.P. and Gen'l. Mgr. of WKRG-TV.





# BUT FOR EVERY TIMEBUYER THERE ARE TEN OTHER DECISION MAKERS BEHIND THE SCENES WHO READ SPONSOR AS WELL

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY-JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

## SPONSOR

sells the TEAM that buys the TIME

Just like Paul and his lantern . . .



people
REACT
to the
voice and vision
of NBC in
South Bend - Elkhart
call Petry today!

WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON



## Top-drawer advertisers are buying WGN

You're in good company when you join smarttime-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

National and regional spot buys
in work now or recently completed



## SPOT BUYS

#### TV BUYS

General Foods Corp., Post Division, Battle Creek, Mich., is planning a campaign in major markets for its Alpha-Bits cereal. The schedules will start 1 October for six weeks. Minutes during day-time segments will be placed; frequency will depend upon the market. The buyer is Dave Allen; the agency is Benton & Bowles, Inc., New York.

Standard Brands, Inc., New York, is entering top markets with a campaign for its Fleischmann's Yeast. The schedule begins 22 September for 13 weeks. Minutes and chainbreaks during daytime slots are being used, with frequencies varying. The buyer is Harold Veltman; the agency is J. Walter Thompson Co., New York.

The Procter & Gamble Co., Cincinnati, is preparing a campaign for major markets for its Cheer detergent. The schedules start I October, run for the P&G contract year. Minutes during nighttine slots will be placed; frequency will depend upon the market. The buyers are Charlie Buccieri and Marcia Roberts; the agency is Young & Rubicam, Inc., New York.

American Chicle Co., Long Island City, N. Y., is planning a campaign in scattered markets for its Dentyne gum. The 13-week schedule starts 1 October. Minutes during nighttime periods will be scheduled; frequency will vary from market to market. The buyer is Jim Kearms; the agency is Dancer-Fitzgerald-Sample, Inc., N. Y.

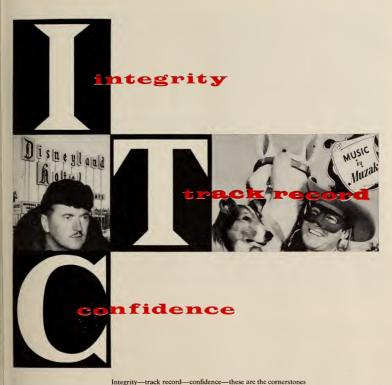
The Procter & Gamble Co., Cincinnati, is getting ready to go into top markets throughout the country for its Crisco. The campaign will start 1 October, runs for the contract year. The advertiser will use minutes during fringe nighttime slots, with frequencies varying from market to market. The buyer is Grayham Hay; the agency is Compton Advertising, Inc., New York.

#### **RADIO BUYS**

Bristol-Myers Co., New York, is kicking off a campaign for its Minit-Rub. The schedules start 29 September for 13 weeks. Minutes during daytime periods will be slotted; frequency will depend upon the market. The buyers are Ed Green and Lou Bullock; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

Tetley Tea Co., Inc., New York, is going into major markets to promote its teas. The nine-week schedule starts 22 September; this is the campaign's second flight. Minute announcements, 6 a.m. to 6 p.m., Wednesday through Friday, are being used; frequency depends upon the market. The buyer is Bob Karlan; the agency is Ogilty, Benson & Mather, Inc., New York.

Peter Paul, Inc., Naugatuck, Conn., is entering top markets for its Peter Paul Mounds and Almond Joy candies. The six-week campaign starts 29 September. I.D.'s during daytime periods will be aired: frequency will vary from market to market. The buyer is Jim Kearns; the agency is Daneer-Fitzgerald-Sample, Inc., New York.



upon which the founders\* of Independent Television Corporation
have built a vital new force in television programming in the United States
and abroad. ITC is dedicated to provide the television industry with
dynamic properties, sales and service facilities without equal.
Watch ITC—Independent Television Corporation.

\*The Jack Wrather Organization ("Lassie," "The Lone Ranger," "Sergeant Preston of the Yukon," Muzak, Disneyland Hotel and in association with Edward Petry and Co. KFMB-TV, San Diego and KERO-TV, Bakersfield.) Associated Television, Ltd. of England (television station operators, program producers, theatre owners.) Carl M. Loeb, Rhoades and Co. (investment bankers.)

#### INDEPENDENT TELEVISION CORPORATION

WALTER KINGSLEY, PRESIDENT Temporary Headquarters: Hotel Roosevelt, New York



## RADIO RESULTS

#### PERSONAL MANAGEMENT

SPONSOR: Goldshield Plan Co. AGENCY: Direct Capsule case history: Goldshield Plan Co., a personal family finance management company, which specializes in aiding families who are unable to meet their monthly bills, began advertising on WPOP, Hartford, Conn., on 15 January, 1957. From the start they were reluctant to try radio. Previously the company had been using newspaper, but results proved disappointing. The first schedule Goldshield purchased 24 spots per week. As the campaign gained momentum, more and more people came to Goldshield for assistance in meeting their obligations. On two occasions the firm was forced to cancel their advertising in order to hire enough trained personnel to handle all the customers. At present, they are using 44 spots per week and have had tremendous response to their campaign. As a result, Goldshield was forced to double its staff and move to larger quarters. The company uses no other medium. The schedule includes

saturation minutes throughout the week in all time periods.

WPOP, Hartford

Announcements

#### HOUSES

SPONSOR: General Finance Corp. AGENCY: Direct

Capsule case history: More and more people have taken advantage of the services offered by finance corporations in the last few years, and many finance companies, including the General Finance Corp. of Evanston, Ill., have taken advantage of radio's power to reach people. This finance company, with a branch office in Rockford. Ill., has used radio. especially WROK, for several years. Each succeeding year has shown tremendous increases in the company's radio advertising on WROK. General has been advertising in WROK's sports programs. White Sox baseball, high school football, basketball, golf, Golden Gloves and Sports Review. The company uses "Friendly Bob Adams" to deliver messages. The loan company's entire radio budget is placed on WROK. "We at General feel sure that the 51% increase we have chalked up in Rockford is solid proof in dollars and cents that WROK reaches an important segment of the Rockford adult audience," said General v.p. R. J. Trenkmann.

WROK, Rockford Announcements

#### DEPARTMENT STORE

SPONSOR: J. J. Newberry Co. AGENCY: Direct Capsule case history: For seven months, the J. J. Newberry downtown Los Angeles department store had been using a nightly 15-minute Mexican-produced "soap opera" on KWKW, to reach the L.A. area Spanish-speaking population. To measure its effectiveness, the store decided to use all three announcements one evening to promote a two-hour sale the following day. Leader item: "white sheets." No other advertising was used to reach this audience. Store manager Joseph L. Packard reports that more than 1,500 Latin-Americans attended the sale. The promotion, which Packard rates "an outstanding success," was accomplished for a total cost of \$27. Packard notes the extreme loyalty of Latin-American audiences to a sponsor once he has gained their confidence through advertising. The advertiser also feels that the emotional impact of a soap opera show contributes substantially to the effectiveness of the commercials.

KWKW, Los Angeles

Program

#### FINANCE

SPONSOR: Carder & Eden. Inc.

Capsule case history: Carder & Eden, Inc., general builders and contractors of Albuquerque, New Mexico, contracted to build a score or more houses in the Southern Terrace Subdivision in Albuquerque. The houses were priced in the \$16,500 to \$20,000 bracket. Upon completion of the houses, Carder & Eden purchased advertising in the various local media, including a schedule of announcements on KQUE, Albuquerque. In a matter of a few days after the start of the campaign, the contracting firm had sold every house they constructed. In fact, people from neighboring towns came

to the city to view and possibly purchase a home. The suc-

cess of the campaign was attributed largely to KQUE. "In

the future, when another opportunity arises for us to erect

more houses in Albuquerque we will certainly call upon

KQUE to run our advertising," stated Charles Carder, part-

ner of the firm. "It was truly a successful venture."

KOUE, Albuquerque Announcements

AGENCY: Direct



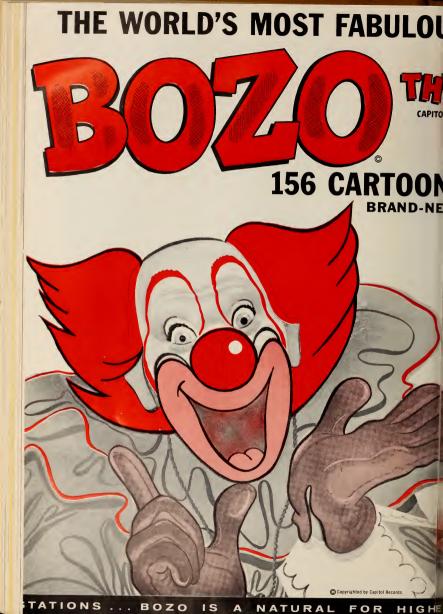
#### And the fourth "R"-Radio-is strong, too!

It's a very healthy educational picture in Metropolitan Washington. 409 elementary schools. 88 secondary public schools. Well over 100 parochial and private preparatory schools. 21 universities and colleges. And more impressive than statistics on structures is the individual attention given the student. Current expense per public school pupil is \$322—compared to the U.S. average of \$300.\* It's not that Metropolitan Washington sets a higher value on education. It's just that the efforts of officials and citizens alike seem to head the class.

Washington's fourth "R"—Radio—gets high marks as well, especially when you use Station WWDC. The July PULSE showed us with an average weekly audience share of 19.8%—almost two full points ahead of our closest competitor. And eight of our programs were in the Top 15. We have a simple formula—to be a listenable station to our audience, and a promotional station to our hundreds of national and local advertisers. The mutually happy result—ever-increasing listeners for us, ever-increasing sales for you.

WWD C radio Washington

\*Economic Development Committee, Washington Board of Trade REPRESENTED NATIONALLY BY JOHN BLAIR & CO.



CLONN

## II MAGNIFICENT ANIMATION

Now — Jayark brings to TV the most successful personality ever conceived.

BOZO is pre-sold to countless millions of children and grownups. Bozo's universal appeal and sales impact have never been caualled.

## **BOZO'S CARTOON STORYBOOK**

156 Cartoons — Each 6 Minutes — Full Color or B/W

Magnificent Animation — Packed with Action — Loaded with Laughs

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . They even "run" Macy's and Gimbels. Each thrilling cartoon is jam-packed with action and jaw-cracking laughter . . . . No Cliff-Hangers!

#### AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO merchandise items now carried in stores, coast to coast. More than 13 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is sure to deliver the lowest cost-per-thousand audience ... sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE



### JAYARK FILMS CORPORATION

Reub Kaufman, President

15 East 48th St., New York 17, N.Y. MUrray Hill 8-2636



PRODUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

## Sylvester sees Red

and "Hippity Hops" to new sales peak!

Sylvester Scott, Jr., juvenile market timebuyer, credits soaring client's sales to WJAR-TV's unique children's program, "Hippity Hop, the Cartoon Cop"—a typical example of WJAR-TV's highly effective creative approach to special programming.

### In the PROVIDENCE MARKET



CHANNEL 10 · PROVIDENCE, R.I. · NBC·ABC · REPRESENTED BY EDWARD PETRY & CO., INC.



## FILM-SCOPE

20 SEPTEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

Jack Wrather's purchase of TPA this week for \$13 million could be the forerunner of a string of acquisitions for his new film company, Independent Television Corp.

This week's buy takes ITC off the ground immediately. Even though it has \$10 million in production commitments from Jack Wrather productions and Britain's Associated Rediffusion, the company had no product ready for immediate distribution.

TPA gives the new organization a string of subsidiaries (foreign and domestic) as well as its staff and 12 syndicated series currently in distribution.

ITC also named a network national sales manager this week. He's Hal James, formerly v.p. in charge of tv-radio at DCS&S, and before that at Ellington & Co.

-

Continental Baking (Ted Bates) gave the status of syndication a big boost this week.

The company renewed CBS TV Film's Annie Oakley for two years in 76 markets. (Its fourth and fifth.) Time and program costs over the two-year period: \$3 million.

A second major regional buy this week: Rival Dog Food (Guild, Bascom & Bonfigli), for MCA's If You Had a Million.

The area: Ten East Coast markets.



The discrepancies in pricing even among first-run syndicated product is becoming more and more a headache for both syndicators and stations.

A case in point: Two new shows, both prime products from top syndicators, were pitched recently to the same Philadelphia station. Price for Show A, for two episodes, ended up at \$600. Price quoted for Show B, of similar caliber, was \$1.200 per episode.



Stations are starting to stockpile strip shows much in the same way they do feature films.

The reason is this: there's a wealth of good, new stripping product, but fewer time availabilities due to the heavy network daytime emphasis.

The result: stations are buying what's available now (Life of Riley, Burns & Allen, etc.) with no plans to program them in the immediate future.



If this season's ratings are anything like those over the summer months, syndication can look forward to a good year.

A Film-Scope spot check of several markets shows some strong inroads by syndicated series. Most impressive gains: in multi-station markets.

A good example is in the five-market results of Silent Service (CNP), Sea Hunt (Ziv) and State Trooper (MCA). Here's how they did in the August ARB:

	SILENT	SERVICE	SEA	HUNT	STATE	TROOPER
CITY	RATING	AUDIENCE	RATING	AUDIENCE	RATING	AUDIENCE
			KATING		RATING	SHARE
Baltimore	19.2	46%	25.1	56.4%		
Chicago	22.8	42%	20.2	33.4%	25.3	46.4%
Cleveland	19.2	45%	22.0	42.4%	19,3	26.7%
Detroit	18.2	38%	17.8	74.8%		
Miami	16.5	46%			28.1	55.2%



20 SEPTEMBER 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

## MARKETING WEEK

While "he-man" ad themes have had some success of late, one marketing consultant warns of certain dangers in that approach—if directed to men.

Our "feminine" contemporary culture does not value the frontier-type of masculinity says Dr. John Kishler. Hence, most men regard he-man brand images as far fetched. "At best," he declares, "they appreciate them with a certain wry humon as caricatures and, at worst, they tend to resent them as being too unrealistically demanding."

For women, however, it's another story. Today's woman tends increasingly to blame her dissatisfaction on men ("rather than on the consequences of their own aggressive dominance"), and sees in Fantasy, the he-man putting everything right. Super-masculine themes, therefore, are meaningful.

\_

The \$200,000 tv campaign involving 24 furniture retailers, which gets under way 25 peterbler with TrB's blessing involves a technique that could well be copied by any number of retail businesses.

Brain-child of Robert S. Kohn, president of Denver's American Furniture Co. (a three stochain), the campaign involves identical retail price promotions of furniture made by seven manufacturers.

The idea came to Kohn after a successful spot tv saturation drive (involving hard-sell price promotions) early this year to boost lagging sales. Result of the drive was a 50% hike in his business over the previous year.

Kohn set up a firm which he called Bold Action Furniture Sales, Inc. With TvB's help, he sold the idea to 23 other retailers at the annual furniture market in Chicago last spring.

Bold Action is the key to the drive. It arranges with manufacturers for pricing and production of specific items (Kohn gets an override on manufacturers' sales to the other retailers); it arranges for production of commercials, which are tailored for each retailer so he can be identified by viewers; it even acts as an agency in some cases, buying time for retailers.

•

While furniture sales have been running about level with last year, despite the recession, the furniture industry is not particularly happy about the long-term outlook for the furniture business.

During the past 10 years, while the percent of disposable income spent for big-ticket items such as appliances and autos has risen substantially, the figure for furniture has fluctuated between plus and minus 10%.

One reason: prices have gone up only slightly.

\_

Kroehler, one of the furniture manufacturers involved in the Bold Action promotion (see above) has taken a plunge into motivational research to find out ways of creating more interest in home furnishings.

Some of the findings: A woman looks forward to furniture shopping like she looks forward to visiting a dentist. She doesn't trust her own taste, is full of fears and frustrations. One problem is that she knows so few brand names. The fifth best-known furniture "manufacturer" in the U. S. is, believe it or not, Duncan Phyle.

Another problem: there are three distinct family strata, each with its own needs, goals and attitudes about furniture.



## 20 SEPTEMBER 1958 Copyright 1958 SPONSOR PUBLICATIONS INC.

### **WASHINGTON WEEK**

The long-dormant Harris subcommittee returned to life this week, but it was doubtful that it would get into more tv cases before November. Bernard Goldfine and the FCC were still making good copy.

Harris' House Commerce Legislative Oversight subcommittee still has in its files material bearing on a number of contested tv cases which Rep. Oren Harris (D., Ark.) has said runs upwards of 20. The Arkansas Democrat added that in all these cases the present license-holders are in as much jeopardy as National Airlines with Miami Channel 10.

The Boston Channel 5 case is a prime string in the subcommittee bow, but the Appeals Court may have taken some of the sting out of it by remanding the case to the FCC. The FCC was directed, as in the Miami case, to hold hearings aimed at deciding whether the license should be cancelled because of improper pressures on FCC commissioners.

Where former FCC commissioner Richard A. Mack was the center of the Miami problem, former FCC chairman George McConnaughey is reported to be at the center of this one,

McConnaughey also figures importantly in another case, Pittsburgh Channel 4, on which the subcommittee has virtually completed its preliminary probing. The subcommittee has also done considerable work on Miami Channel 7, and has said it has not finished with one case tying together three St. Louis and one Springfield channel.

The subcommittee has been great on starting into tv cases one after another and dropping them all in midstream. Whether it will ever tie it all together is a big question. It is a cinch that if Harris ever intends to do so, he will have to have the group reconstituted next year.

Meanwhile, in the first and only genuine upshot of the Harris hearings except for Commissioner Mack's resignation, the FCC plods ahead with its Miami Channel 10 remand case.

Seems the special hearing examiner has a son-in-law, who happens to be chief counsel and vice-president of Pan-Am, and Pan-Am suddenly proposed to assume a minority stock interest in National Airlines, and National Airlines is the parent company of Public Service Television, holder of the Miami Channel 10 license under attack.

The question is whether Horace Stern, retired Pennsylvania Supreme Court Justice, and hired because of the prestige he would bring to the eventual FCC decision, should be disqualified. If so, the Commission would have to look for another hearing examiner, and everything would have to start once more from scratch.

There is no disposition among the four applicants for the Miami channel to move for disqualification of Stern. The Justice Department wasn't concerned about any conflict of interest. The FCC counsel in the case, Edgar Holtz, emphatically wanted Stern to remain.

The actual hearings bordered on the dull. They consisted of replays of selected portions of the testimony already presented on Capitol Hill. The FCC in the first week seemed to be going a pretty good job of disqualifying Col. A. Frank Katzentine for all manners of approaches to Richard Mack.

It was due in the second week to lay the groundwork for the same sort of hatchet job on National Airlines. The other two applicants had apparently clear records.



### SPONSOR HEARS

20 SEPTEMBER 1958 Copyright 1958 SPONSOR PUBLICATIONS INC. P&G completes a three-way parley in tv this fall by being the No. 1 customer with CBS TV, NBC TV, and tv spot.

Chrysler, with its two weekly hours, remains the top client at ABC TV.

Two reps-one a pioneer in the field-are bent on retirement.

One of them wants to quit because of poor health; the other wants to spend more of his time on other interests.

\_

Watch for other drug manufacturers to follow Carter's lead in diversifying into the high-profit dietetic food field.

Carter's present pair in the low-calorie sweepstakes are the Frenchette and Maysonette salad dressings.

\_

This passing social note may be a clue to the values that NBC TV and ABC TV place on Chicago in the tv cosmos:

ABC TV accompanied its closed-circuit preview of its fall program schedule for the press and agency men with cocktails and a luncheon. NBC didn't frill it up with so much as a cup of coffee.

-

Disregard those rumors that Art Porter's expansion of responsibilities at JWT to include supervision of the Chesebrough-Pond account suggests a change in the status of the agency's media department.

The fact is that JWT's media department has become stronger than ever as an autonomous operation. Dick Jones recently was made a v.p. and its manager.

When Neil McElroy, now Defense Secretary, was P&G ad chief, he laid down a rule (totally implied) that agencymen who serviced the account have never forgotten. The precept: A P&G agency shouldn't come to Cincinnati to discuss a project un-

less it had a recommendation, too.

In other words, the agency was expected to have the whole thing worked out.

ed to have the whole thing worked of

As wage earners in the business of advertising, station rep salesmen manage to graze where the clover is rich.

Their average income in New York: \$12,000 in radio and \$15,000 on the tv side. One of the bigger rep firms rewards the cream of the crop annually with between \$20,000 and \$25,000 in radio, and from \$25,000 to around \$32,500 in tv.

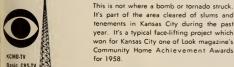
Could it be that WLS, Chicago, among the first farm stations, will wind up under the full ownership of ABC? (ABC already has a minority interest in it.)

Leonard Goldenson, AB-PT chief, was in Chicago the past week discussing the proposition with the management of the Prairie Farmer, owner of the majority stock.

Several weeks ago ABC induced WLS to grant it equal representation on the WLS, Inc., board of directors.



## Kansas City: groundwork for better living



Channel 5

Such a \$250 million project goes to show what we've been saying. Kansas City's a look-alive town. Eyes on the future. Plans for the future. Money to spend right now to make life better right now.

More than a million people live here. And more of this million watch KCMO-TV at more times of day (say ARB and Nielsen) than any other station.

Why so popular, KCMO-TV? We talk Kansas City's language. And we get to Kansas City loud and clear. We broadcast at maximum power from the world's tallest self-supported tower.

## Kansas City MO-TV

SYRACUS PHOENIX OMAHA TULSA WHEN KPHO WOW KRMG WHEN-TV KPHO-TV WOW-TV The Katz Agency The Katz Agency John Blair & Co.—Blair-TV John Blair & Co. Joe Hartenbower, General Manager

Sid Tremble, Commercial Manager

Represented nationally by Katz agency.

Meredith Stations are affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.



## NEWS & IDEA WRAP-UP

#### **ADVERTISERS**

Hamm's Beer took the lead away from Piel's as the best-liked tv commercial in ARB's August, 1958 poll.

After Piel's, according to ARB, comes Dodge and Winston, tied for third place, and then: Wrigley's Gun; Alka-Seltzer and Seven-Up; Ivory and Newport; and Chevrolet and Raid.

Sheaffer Pen got itself a raft of publicity by hypothetically betting \$1 million that warm-hearted sentiment will sell more pens on tv than the "blood and thunder adventures now dominating the tv screens."

At stake for Sheaffer are the two specials it signed for this fall, via CBS TV, featuring "sentimental" favorites: Little Women and The Gift of the Magi.

#### Campaign's of the week:

 Playskool Manufacturing Cobegan the biggest spot tv campaign in its history last week, to run through 10 December, for a total of \$100,000.
 Seven cities will be used, including New York, Chicago, Los Angeles and Boston. Agency: Friend Reiss Advertising.

 Mary Ellen's Distributors, of Berkeley, Cal., begins its first yearround campaign on tv for its jams and jellies. The company will sponsor Treasure, shown on KRON-TV, San Francisco; KCOP-TV, Los Angeles: KSL-TV, Salt Lake City; KLZ-TV, Denver and KOOL-TV, Phoenix, Agency: Guild, Bascom & Bonfigli, San Francisco.

- The Michigan Consolidated Gas Co. begins its new campaign with the theme: "So much more for so much less—Gas naturally" via 16 radio stations in the state and announcements on 5 tv stations. Agency: Mac-Manus, John & Adams.
- Cocilana Wild Cherry Cough Nips will be introduced in a saturation spot radio campaign to start 13 October, for six months in Northeastern markets. Agency: Emil Mogul.
- Ralston Purina Co. will use approximately 85% of its stepped-up ad budget in network tv this fall, via ABC TV's The Rifleman and Leave It To Beaver. Supplementing this, will be local radio and tv spots in selected markets. Product: Purina Dog Chow.



## PICTURE WRAP-UP



Enjoying a coffee break at the Housewive? Protective League's recent presentation for agency personnel are (I to r) John Trent, HPL dir., WCAU, Phila: Vic Seydel, radio/r\u00fc dir., Anderson & Gairns; Galen Drake, HPL dir., WCBs, N.Y.; Morgan Baker, HPL dir., WEEL Bost; Phil Norman, HPL dir. A.N. L.A.; Radolph Klagstad meltid dir. Monro F, Dreher, Inc.



See for yourself: This scene, from the 21 October George Gobel Show (ABC-TV) will be partially reproduced in TI Guide. Viewers, will be asked to hold color photo up to tv screens to compare difference between color, black-and-white

End of the rainbow: Richard Wolfson (r), assistant to pres., WTVJ, Miami, presents \$1,000 check to June Johnson, winner of station's "Treasure Hunt." Watching, husband, son



Agency: Gardner Advertising, St. Louis.

Strictly personnel: Edward Ball, appointed director of advertising and sales promotion, and Francis Beudert, promoted to manager of sales planning and market research, Miller Brewing Co....John Marchetti, industrial engineer of General Foods, to Dr. Pepper, Dallas.

#### **AGENCIES**

"A majority of modern advertising and selling is technically good, but it is not great because it lacks the 'adventuresome idea.'"

So said Ernest A. Jones, president of MacManus, John & Adams at a meeting of the Denver Ad Club last week.

"It is ironic that the Old Pro in his search for serene security of the sure thing," Jones continued, "should engage in the most dangerous practice of all: depending upon last year's ideas in today's market.

"Some remarkable things are being accomplished in selling because the man with the off-beat idea didn't know it was impossible."

A majority of the 4A's members report better business this year, compared to last.

This was the result of a poll of 225 of the 335 members. The findings:

1) Agency billings for the first six months, 1958, compared to same peried, 1957: 113 agencies ahead; 81 down and 30, the same.

2) Estimates for the second-half 1958, compared to 1957: 100 agencies expect business to go up; 61, down and 61, the same.

Western agencies showed to be the most optimistic about the future, predicting, by more than 3 to 1 that their billings will be up during the second half year.

Ted Bates & Co. held the first of its series of 13 intra-mural lectures last week. The talks will cover all phases of agency operations, with the closing session devoted to a question and answer period.

Agency appointments: Cole, Fisher & Rogow, Inc., New York and Beverly Hills, for the Bon Ami Co...

Grant Advertising, for Swanson's Cookies Co.'s Archway Cookies.

BBDO, for Oneida, Ltd. .. Mohr & Eicoff, for the 707 Co., New York...

Campbell-Ewald, for the new WIR-TV, Flint, Mich... Wunderman, Ricotta & Kline, for the Columbia LP Record Club... Compton, for the Military Electronics Div., Motorola...

H. W. Kastor & Sons, Chicago, or Neuhoff Brothers, Dallas packers.

Personnel moves: Maxwell Sapan, appointed v.p. and creative director of Bryan Houston, Inc... william Corley, manager of the Atlanta and Miami offices of Communications Counselors . . . Wendell Holmes, to the copy and technical group on AC Spark

A hit with the sack: Poking fun at today's fashions, Heather Andrews struck the right note of humor with the judges in the WQAM, Miami "Teen Fashion" contest. For first prize, she gets all-expense trip for two to Nassau, plus \$50





Cutting-up is Ethel Weider, P&G timebuyer at Compton, in response to Blair-TV's Do It Yourself book, promoting firm's "Purse-Suasion" daytime spot ty sales plan

They have nothing on but . . . KBOX, Dallas, new Balaban station, has models deliver attaché case to Norman Campbell, of BBDO, Dallas, as part of its promotion



Big gun is used by Ziv Tv to demonstrate its # orld Of Giants series, which has been in and out of network schedules. Surrounding pistol (1 to r), Margaret Scott, Lu Evans, Margarita Clark



## This is an IDIOT STICK!

16 months of spadework and WSOC-TV has 23 success stories. We call it:

"Persuasion

Beyond Mecklenburg"

Sold this Summer:

WHIRLY BIRDS

FOLLOW THAT MAN

DIAL 999 UNION PACIFIC

DECOY J

Check and buy

## WSOC-TV

H-R Reps Nationally F-J Reps Atlanta

In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGX to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

#### **NETWORKS**

The latest owner of MBS, the Scranton Corp., has upped Blair Wallister to executive v.p., which makes him the operating head of the network.

Alexander H. Guterma becomes chairman of the MBS board and Hal Roach, president. The Scranton Corp., a holding company for the J. F. Jacobs Co., of Detroit, which is in the auto parts business, also owns the Hal Roach studios.

Mutual now numbers 446 affiliates.

More than 10,000 representatives of the press, ad agencies, sponsors and station affiliates watched a special NBC TV closed-circuit coloreast last week.

Purpose: To preview the network's fall line-up of shows and stars,

Robert Sarnoff, chairman of the board, and Robert Kintner, president of NBC, introduced the show.

In line with its fall programing promotion, a series of motorcades has been set-up by NBC's Exploitation department to take place in more than 22 major NBC TV network affiliate cities.

Dubbed "Cavalcade of Shows," this 24-vehicle motorcade will carry banners and posters bearing the names of NBC TV programs.

ABC's election night plans: News chief John Daly will head a staff of 14 commentators on 4 November. The special will air on both tv and radio from 10:00 p.m. until control of Congress is determined.

Network sales: Frigidaire has placed a 52-week order for segments in five NBC TV daytime shows: Treasure Hunt, Concentration, The Price Is Right, From These Roots and County Fair. Agency: Dancer-Fitzgerald-Sample

Sports: On ABC TV, The Miller Brewing Co., for All Star Golf;

and American Machine & Foundry, for Bowling Stars.

Station affiliation: New vhf station. WKBW-TV, Buffalo, signed as a primary ABC TV affiliate, effective when the station goes on the air, 1 December.

#### REPS

Lindey Spight, one of the original founders of Blair, has resigned as v.p. and manager of the tv offices in San Francisco.

He will continue to serve both Blair-Tv and Blair-Tv Associates in an advisory capacity.

Ned Smith, formerly general manager of KOVR-TV, Stockton, takes over Spight's area.

Competition between national spot salesmen and national network salesmen is "a healthy thing,"

So said Robert E. Lee, member of the FCC at the SRA luncheon last week.

"No condition should prevail that would dilute artificially that competition," Lee continued.

He added that station reps "came very close to being the salvation angels of the radio business."

Rep appointments: George P. Hollingbery Co. for five stations: KLIK, Jefferson City and KHMO, Hannibal, Mo.; KSAY, San Francisco; KEEN, San Jose and WTTM, Trenton. N. J. . McGavren-Ouinn Corp., for WITH, Baltimore; WXEX-TV, Richmond; WLEE, Richmond; and WUSN-TV, Charleston, S. C., in all areas except New York. All but the latter will be represented in New York by Select Stations . . . John E. Pearson, for KFAL, Fulton, Mo . . . Bob Dore Associates, for KLRA. Little Rock and WCHB, Inkster & Detroit . . . H-R Tv, Inc., for KJEO-TV. Fresno: WTOL-TV. Toledo and WJMR-TV, New Orleans . . . John Blair & Co., for WMBR, Jacksonville, effective 1 January, 1959.

They were elected: New officers of the year-old Radio and Tv Representatives of Atlanta: Dick Hughes, of Petry, president; Gregg Murphy, Katz, v.p., and George Crumbley, Headley-Reed, secretary-treasurer.

About people going places: Kenneth R. Atwood, account executive

in the Chicago office, CBS Radio Spot Sales . . . Frank Carlson, to the radio sales staff, Avery-Knodel . . W. F. Shoemaker, regional sales representative, National Retail Spots, Inc., Hollywood . . . Dick Lawrence, program consultant for Jack Masla & Co. . . Andrew Powell, tv account executive in the New York office, PGW . . . Tom Brown, sales account executive, Forjoe & Co.

Petry TV has added three to its staff, Charles Coldwell, to the sales staff in New York and Robert Miller in Chicago. Myrna Price, to the promotion-research department.

#### FILM

MCA's Paramount library sales should shoot up when the company incorporated its first rating report in its sales message.

WBZ-TV, Boston, premiered the package this week with Going My Way. The Sunday afternoon feature scored a 34.0 ARB co-incidental, with 73.1% share of audience.

With 1 October airing dates less than two weeks off, sales are making the big news. Among the sales this week:)

• Four regional renewals on Ziv's Highway Patrol, bringing the total of renewed markets to 132.

The buyers: Kroger Stores, for Kansas City, Louisville, St. Louis and Rosanoke; Weidemann Brewing and Household Finance, for Cincinnati and Indianapolis; Alabama Farm Bureau, Montgomery and Birmingham; and Johnson Tire Co., Casper and Grand Junction.

Other renewing sponsors include Ballantine (in 35 markets); Handy Andy Stores, San Antonio; Safeway, Tulsa; B&H Stores, Mobile; Super Food Stores, Shreveport; Standard Oil and R. J. Reynolds, Kalamazoo. In addition, 19 stations have re-

newed the series.

• Another Ziv show, Mackenzie's Raiders, has fulfilled alternate-week sponsorships for one regional sponsor.

For Brown & Williamson, which has the series alternate-week in 19 markets, the other sponsors are: Lincoln Income Life Insurance, Louisville; French Broad Dairy, Knoxville; Stroh Brewing, Cleveland and Bay City; Frontier Oil Co., Buffalo; Schlitz, Milwaukee and Washington.

Other recent buyers of the series include Bunker Hill Meat Packing, Charlotte, Bluefield, Washington (N. C.), Columbia and Bristol; American Motors, San Francisco; Blue Plate Mayonnaise, Houston; Zeigler Packing Birmingham; Bank of St. Louis, St. Louis; Ideal Baking, Tyler (Tex.); Child's Stores, Alexandria (La.).

Thirty-one stations also bought the series.

• P&G (B&B) this week bought CBS TV Film's Whirlybirds for a 52-week Tide campaign in Los Angeles.

• Chock Full O'Nuts (Grey) has bought Ziv's Target for New York. (WCBS-TV)

• Twelve new stations have signed for ABC Film's re-run series, Adventures of Iim Bowie. At the same time, ABC Film an-

At the same time, ABC Film announced 13 new sales of its *Special Six* package of Rank features.

 NTA's Dream Package has been sold in 85 markets to date.

 Jayark's Booz the Clown cartoon series was sold in 36 markets this week

Name change: ABC Film Syndications move into other fields has prompted the company to change its

New name: ABC Films, Inc.

Re new series: Screen Gems has purchased tv rights to Ensign O'Toole and Me. Series will be prepped for next fall . . . Filming starts in November for the third UA tv production, The Troubleshooters. Series will star Keanan Wynn . . . Twenty-one new films have been added to the Encyclopaedia Britannica Film Library . . . NTA is prepping 39 episodes of The Third Man. No pilot, no sponsor yet. James Mason will star . . . Jan Clayton will star in her own show being produced for next fall by Samuel Marx and Woodmere Productions.

Personal Appearance tour: Target host Adolphe Menjou is off to Buffalo and Minneapolis this week on behalf of two sponsors.

Strictly personnel: Ziv expanded and reshuffled its sales staff this week. The changes: Jerry Kirby, upped to

#### on radio\_

Today let's get down to brass tacks and talk in explicit terms of how Radio KMA delivers sales real cash sales, without giveaways or gimmicks.

EXAMPLE: On August 30 May Seed Company started advertising Minnhafer oats, a new variety that is rust and disease re-



Anthony J. Koelker, Manager Radio Station KMA

and disease resistant. The kick-off talk on KMA coincided with the Nebraska State Fair opening in Lincoln, where the company operated an exhibit booth.

In one week 5,000 bushels were sold at the Fair exhibit alone. 12,649 bushels were sold during one week and a supply of 22,000 bushels will be gone by the time this is printed. Mind you, selling oats in September for spring planting is pretty much unheard of.

EXAMPLE: The distributor for Magic Thread, a miracle fabric mending liquid, (81 postpaid) over a steady 9-month period on KMA received almost 8,500 orders. He advises KMA topped 8 Midwest stations advertising the same offer.

EXAMPLE: Tidy House Products Company tested two \$1 premium and box top offers during two weeks in August (supposed to be dog days). KMA produced 2,534 orders in 14 days.

EXAMPLE: Joe Zweiback, owner of Vitamin Industries, Omaha, believes KMA-land is a healthy market. He's been a 52-week advertiser for 15 consecutive years.

EXAMPLE: Joe Cans at Maxwell-Sackheim, New York, says "You're only as good as yesterday's mail count." Joe is understandably cagey about releasing figures, but he might tell you about the thousands of silicone ironing board covers KMA sold for



Chicago sales manager: Jack Gregory, to Los Angeles as western division head: Alan Martini, to New York as eastern division head; Jack Gainey, to the west coast as a spot sales manager: Othur V. Oliver and Joseph L. Moscato, named North central division account executive; Robert Neece, re-assigned to upstate New York

Also, Bert Weiland, re-assigned to Baltimore-Washington; Ed Uhler, added to the eastern division as account executive; Charles Rush, to the south central division in the same capacity.

#### CANADA

Revion returned to Canadian radio this week with its biggest single purchase on CJMS, Montreal.

The campaign: The French station has built a special radio feature for Revlon. It will be presented seven times a day, six days per week, and will include a well known personality.

The Broadcast Advertising Bureau of Canada has released its study of radio rate and circulation trends.

An analysis of the rates of all 174 private commercial stations in Canada shows that in Class 'A' time both the flash rate and the one-minute amountement rates have decreased, while the radio homes continue to show an increase. Here are the figures:

	No. Radio		Avg. Cost 1
	Homes	No. of	Min. On
Year	(000)	Stns.	All Stns.
1957	3,930	166	\$10.95
1958	3,955	174	10.94

Feud: In a letter to Jack Tietolman, president. CKVL, Verdun, P. Q. J. Nadon, manager, CJMS, Montreal states that CKVL resorted to "unethical" practices by offering listeners prizes if they were tuned to their station while the August survey was being conducted by Elliot-Haynes.

Nadon held CKVL's reasoning for this—to increase the sets-in-use figures —as "too laughable to be taken seriously."

Agency appointments: McCann-Erickson (Canada) Limited, for the Canadian Westinghouse Co., with responsibilities for the change-over from Studio One to Westinghouse's Desilu Playhouse ... Robert Otto & Co. (Canada) Limited, for three new accounts: Proctor Electric Canada Limited. Filtro Electric Limited and Solaray Vibratory Massager.

Personnel across the border: Robert Harris, appointed director of research, F. H. Hayhurst Co. Limited ... Gerard Fecteau, director of news services, Tv De Quebec (Canada) Limitee ... Ira Dilworth, director of program evaluation. CBC, Toronto ... Bob Aiken, to the sales staff. CJMS. Montreal.

#### RADIO STATIONS

Lucky Lager Brewing Co. led the list of the top 20 spot radio advertisers (during the second quarter, 1958) named by RAB in its new study of spot radio clients.

The next nine top program users, in order, according to RAB, were: Shell Oil; Fruit Industries: Scandinavian Airlines; International Union of Electric Workers; UAW; Ford; Esso Standard Oil; Kiplinger Washington Editors and the Massey-Ferguson Industrial Div. of Massey-Harris-Ferguson, Inc.

Pause in Boston: WHDH reprinted an Associated Press wire about John Foster Dulles having his driver slow down on the highway so that he could hear a newscast before boarding his plane.

WHDH headlined its ad: "How Important is Radio News?" and concluded with: "Those who make the news depend on radio for the news."

Station sales: KCMJ, Palm Springs. to Louis Wasmer and Cole Wylie, by the Palm Springs Broadcasting Corp.

... WRRR, Rockford, Ill., to a group dubbed Radio Rockford, Inc., for \$227,900. (Brokered by Hamilton. Stubblefield, Twining & Associates.)

#### Ideas at work:

 To celebrate its power increase from 1,000 to 5,000 watts. WENO staged an all-day promotion in downtown Nashville last week. To wit: Two models, dressed only in barrels with "All we have on is WENO" on them,

#### "JAXIE" WELCOMES PABST BREWING COMPANY TO WFGA-TV

The Palst Brewing Company has joined the Honor Roll of Prestige Advertisers who chose WFGA-TV to carry its sales messages to more than a quater million Florida-Gorgia TV homes. "Highway Patro", with Broderick Crawford, is being sponsored by Palst from 9:00 to 9:30 PM on Wednesdays. This top rated show in prime time—combined with WFGA-TV coverage of 64 counties—provides Palst Brewing Company with unheatable selling power.



Better take another look at the highy competitive Jacksonville television market, Jacksonville is no longer a One Station market, and the April, 1958, Pulse named WFGA-TY Jacksonville's Number One Station. For more information, call Ralph Nimmons in Jacksonville at Elgin 6-5381, or contact your nearest P.G.W. representative.

NBC-ABC Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12

Jacksonville, Florida

FLORIDA'S COLORFUL STATION

Reprinted from World Telegram and Sun

## Depression or Buyers' Strike?



That was only a beginning, however, and when the real market collapse came some months later the panic was on. Rich men caught in the

without a job today.

It may bear, however, on a current question. Is there a depression or is this a buyers' strike against high prices?

By LYLE C. WILSON, Invited Processed Worker.

WASHINGTON, April 16, Invited Processed Wilson, April 16, Invited Wilson, April 16, I

# CAN DETERMINE

Yes it's true - only the retail merchant is really in a position to find out his customers' frame of mind. Many experts regard the present period as due to the consumers' desire to be wooed and won and many retailers have already had truly surprising results when they went out and "asked for the order."

"Do people have the money to spend?"

You bet they do! The facts show another big upswing in the works, U.S. population will soar between now and 1975. That means more jobs, more income, more production, more savings, more research... more needs of all sorts than ever before in our history!

How about it? Depression or buyers strike? It's up to you!



FREE! Get going today! Write at once for illustrated "How To Turn the Tide" booklet offering valuable and vital selling ideas. The Advertising Council, 25 West 45th Street, New York 36, N. Y.

YOUR FUTURE IS GREAT IN A GROWING AMERICA





## Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell million of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIC

and a 5,000-piece watermelon feast at a local shopping center.

• To emphasize the "Let's Save 100 Lives" safety campaign by the Iowa Department of Safety, KIOA, Des Moines, tied in with a "Dennis the Menace" contest. A free car was awarded the listener guessing all the missing parts of Dennis' alleged car,

 WPEN, Philadelphia, is sending out Season's Greetings a bit early this year, including, with it, membership in the WPEN Executive Book Club. The station will be sending out top selections each month through Christmas.

Station staffers: Robert D. Blashek, becomes president and general manager of KCMJ, Inc., Palm Springs

#### TV STATIONS

Norman Cash, TvB president, speaking before the Public Utilities Advertising Association in Atlanta last week, had this to say about tv and how to use it:

"Tv is proving itself admirably adapted to the needs of the utility or public service company faced with the necessity not only of selling its services but of getting the public to understand its problems as well."

Cash concluded on this note: "You people, whose companies pay more in taxes than for anything else, have not only got to use advertising effectively, but use advertising that will reflect credit back to you."

Station sale: WWTV, Cadillac, to Fetzer Tv. Inc.

New call letters: WMBR-TV, Jacksonville, became WJXT last week, and will continue as a primary CBS TV affiliate.

**Sports note:** The Gulf Oil Corp. is in for one-third sponsorship of the nine professional football games tele-



The SELLibrated (and only full powered) station in the GOLDEN VALLEY

## WHTN

CHANNEL 13
Huntington-Charleston, W. Va
serving 4 states and 5 prime cities
A COWLES OPERATION
Get the dollars and cents story
from Edward Petry Co., Inc.



In San Francisco, audiences respond to KoBi's musical formula beamed to san Francisco familiertheres know that KoBi musicates the market!

If your favoriet tune is "Huppy Days are Here Again," played by the beautiful the control of the control of

KOBY 10,000 watts

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

MId-America Broadcasting Co.

cast via WCBS-TV, New York, this fall. The other two-thirds are for Marlboro and Ballantine Beer on a network basis.

#### Ideas at work:

- Tv has revived an old Saturday afternoon at the movies fad—remember the heydey of the yoyo contests? Now it's hula hoops, with WNBQ. Chieago, running a special live color show this week: a contest of 25 kids, chosen from some 10,000 neighborhood finalists.
- WNEW-TV, New York (former-ly WABD) is pushing good health via a public service spot campaign: slides and audio copy suggesting periodic eye examinations, good posture, etc., along with the tag, "Channel 5 wants you in the best possible condition to enjoy a great line-up of new fall shows."

Thisa and Data: Top Ten Dance Party, a live syndicated teen-age series, is spreading out: sold to KSL-TV, Salt Lake City; expanded schedule on WSLS-TV, Roanoke; and renewed by WHEN-TV, Syracuse, WTEN, Albany, WDXI-TV, Jackson, and WXEX-TV, Richmond . . . WLW-A, Atlanta, named top tv winner in the Georgia Association of Broadcasters competition for promoting the "Deathless Weekend" campaign . . . One of the bigger local mass buys of daytime tv in the midwest: by National Food Stores, via KSD-TV, St. Louis, for a \$100,000 52-week renewal of the Shopping With Charlotte show.

On the personnel front: William Flynn, appointed national sales manager and Kenneth Willson, local sales manager of WAGA-TV, Atlanta ... Constance Blackstead, program manager for the North Dakota Broadcasting Co.'s KXJB-TV, Valley City, Fargo and KXAB-TV, Aberdeen ... John Leiteh, director of engineering and Charles Lynch, comptroller for WCAU & WCAU-TV, Philadelphia ...

New appointments in line with the consolidation of WOR and WOR-TV, New York: George Brown, director of news and special events; Marvin Camp, manager of press and p.r.; Stan Lomax, director of sports and Herb Saltzman, named merchandising director.

#### CHRYSLER

(Cont'd from page 28)

look like they can do more than any other cars on the road." Background martial music and a male chorus lend a virility mood to the theme.

 The third phase will retain the "can do" theme but will veer off in an effort to persuade buyers to see the cars at Chrysler dealers and test-drive them, in order to see just what they "can do."

The last phase of the spot radio campaing ties in with another major effort which will run through all Chrysler's air media campaign during the next year: that is, Chrysler cars must be driven to be appreciated.

Says Chrysler president L. L. "Tex" Colbert: "... We are convinced that our main selling effort must be directed to persuading people to drive and ride in our cars. In our advertising this year you will notice more attention being paid to this theme than ever ... We are going to do everything we can to stimulate first-hand driver knowledge of our products."

Corporate ad director Forbes explains Chrysler's strategy behind the all-inclusive teaser campaign this way: "We were looking for something fresh, new and unstereotyped—a new treatment of the usual automobile sales problems. We have used corporate teaser campaigns in the past, but never to this degree. We think it's going to have a big impact." The introductory campaign was prepared by Leo Burnett, Inc., Chrysler's new advertising agency on the corporate and institutional end of the account.

After the spot radio teaser campaign is well underway, Chrysler will come in with its net ty special. It will be the first major tv appearance of Fred Astaire in a one-hour show on NBC TV on 17 October (9-10 p.m., EST), carried on about 175 stations. Astaire will introduce his new dancing partner, Barrie Chase, and the show will also feature the Jonah Jones quartet. If the special is as successful as Chrysler hopes and expects it will be, the company may sponsor another Astaire special early next year.

"Jan. Pobutty. Burett was searched the responsible of the Kripster account. Merous Eristons which had been the agency for both the corporate account and the Chrysler-Imperial distion, regimed both to take the chrysler-Imperial distion, regimed both to take the chrysler-Imperial distion, regimed both to take the chrysler-Imperial distinct account which previously had left Kuther. If the chrysler is the chrysler is the chrysler in the chrysler in the chrysler in the chrysler is the chrysler in the chrysler in the chrysler in the chrysler is the chrysler in the chrysler

In the Syracuse Market

## \*80% MORE RADIO HOMES Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds \$2½ billion annually.

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

\*Nidica N & C in Central New York

Represented Noticeally by HENRY I. CHRISTAL CO.

5 KW • STRACUSE, N. Y. • 570 KC

#### Talk about BUYING POWER...

# \*\*50 Million MORE than the year before"

—that's the forecast for part of the family groups

just one part of the family groups you reach when your products are advertised on this most-seen screen



the tobacco farmers of eastern

North Carolina . . . and for the varied
industries, tourist businesses, educational institutions and
other segments of the WRAL-TV coverage zone.

They will be great days for you, too, if you make good use of your selling opportunities on this TOP station, with a consistently superior rating record in the Raleigh-Durham area . . . first in every ARB survey. Get all the facts—fast!

4-CAMERA MOBILE UNIT • VIDEOTAPE RECORDER • LARGE NEW STUDIOS

## WRAL-TV RALEIGH NORTH CAROLINA

FULL POWER CHANNEL 5 . NBC AND LOCAL COLOR

Carolina's

Colorful

Capital Station

Serving the area from Greensboro to the coast.
from Virginia to the South Carolina line—
a total of more than 2 million population.

REPRESENTED BY H-R, INC.

Chrysler plans to introduce all five of its cars on the Astaire special, something it has done on Climax! in past years. Chrysler dropped Climax!, explains corporate ad director Forbes, even though they knew it was a good show. "We decided to shift into other areas, because there is an inherent danger in staying with one show or one format too long. We've probably enjoyed greater success with network ty, at least in terms of ratings, than most other automobile companies. I won't say we will definitely come back into network tv with a regular show, but it seems a likely possibility by early next year.

early next year.

"Actually," Forbes continues, "Chrysler has put a bigger share of its advertising budget into air media in past years than we will this fall. But we're thoroughly sold on both radio and tv. From great experience we recognize the impact television can deliver. We know that tv commercials, properly handled, can put prospects in our dealers's showrooms.

"And radio gives us the opportunity to reach large numbers of people at the time we want to reach them and in the markets we want to reach them. It is a highly flexible medium, and an economical one too."

One interesting aspect of Chrysler Corporation's air strategy is its use of a pre-announcement publicity program which, in effect, lays the groundwork for the radio, tv and print campaigns that follow.

All the auto companies hold presspreviews to give newsmen an advance look at the new models, but none of them are done on the same scale as Chrysler's. Two weeks ago, Chrysler flew (from all over the U.S. and Canada) some 350 radio, television, newspaper and magazine editors to Miami Beach where Chrysler had taken over the entire Americana Hotel. Between Wednesday and Sunday, the press:

- Heard Chrysler president Colbert make an optimistic prediction about new car sales in 1959.
- Saw an elaborate stage show, with 1959 Plymouths, Dodges, DeSotos, Chryslers and Imperials as the stars.
- Were transported to Hialeah race track where 1959 Dodge trucks were previewed in another elaborate show, and where newsmen drove the '59 passenger cars.
- Enjoyed lavish luncheons and dinners, with floor shows, and two

hospitality suites with busy bartenders.

• Swam in the Americana pool, basked on the Florida beach, played golf and went deep sea fishing.

after this big press preview, the individual divisions also hold their own previews in major cities, to catch those newsmen who didn't make the Florida trip.

The cost to Chrysler Corp. of the Florida junket is (by sponsor estimate) about \$300,000. The big question is why Chrysler does it on such a grand scale. The answer is that Chrysler believes a massive publicity effort can whet the public's appetite for its new cars, and thereby increase the effectiveness of the advertising campaigns that follow. One Chrysler executive puts it this way:

"Before the big ad campaign starts, we want to stimulate public interest in our new cars—without actually revealing what they look like. Our press preview accomplishes this very effectively. And it is geared closely to the ad campaign. True, it's expensive to do it on this scale, but it's a bargain at any price."

Another interesting phase of Chrysler's marketing strategy this fall will be what it does with its new foreign car, the French Simca. Until it bought 15% of the Simca stock owned by Ford Motor Co., Chrysler was the only U.S. auto maker without a foreign car. Simca brings Chrysler two advantages: 1) a chance to share in booming foreign car sales and 2) the use of Simca's world-wide dealer network to sell Chrysler products.

Chrysler's ad budget for the Simca will probably be about \$1 million and a good share of this expenditure is slated for spot radio and spot tv.

All Chrysler's air media plans hinge, of course, on two factors: 1) Will a UAW strike upset the applecart, and 2) will the public be in a mood to buy new cars in a post-recession mood."

Chrysler president Colbert, for one, believes that the public will buy new cars and, barring a strike, that the auto industry will sell almost 30% more cars next year than this year.

What happens if auto sales jump as Colbert predicts? One Chrysler advertising executive told spoxson that, among other things, it would mean substantially increased ad budgets for every division. "And most of the increase," he added, "will probably go into both radio and television."

#### THE PULSE

(Cont'd from page 32)

had a number of radio programs playing in the U.S. and was naturally concerned with how the American public was reacting to them. It may have been the acquisition of this client that led Roslow later to open a London organization; certainly it bore out his belief in the qualitative, psychological approach to rating measurements.

"I never dreamed, 16 years ago," says Roslow, "that eventually I'd be doing what I am now—audience composition, the number of listening fami-

lies with babies, how many of them own stocks and bonds, their reactions to tv and radio commercials, audience analysis in relation to ownership of autos and air conditioning, how many cigarette smokers in a listening or viewing family."

This sort of in-depth portrait of the broadcast audience is now going into net reports. Next year, all local reports, both radio and tv, will include—along with complete audience composition breakdown—such extra qualitative material.

The personal approach to research





### Top-drawer advertisers are buying WGN

You're in good company when you join smarttime-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### WGN-RADI

CHICAGO, ILLINOIS

In Fort Wayne the nation's No. 1 test market

## WANE Fort Wayne

CBS

Sepresented by Petry



A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston

WANF & WANE-TV Fort Wavne

WISH & WISH-TV Indianapolis

is a fetish with Roslow whose first job after MU (where he taught following graduation) was with the Department of Agriculture tracking New York World Fair visitors about the exhibits, clocking the time they spent with each, and then asking why. "At The Pulse," he explains, "we're not researching broadcasting—we're researching people. It's the same as when you ask a school teacher what she teaches. She may say, 'I teach geography' or 'I teach third grade.' This isn't true. She's teaching children.'

At the same time, Roslow feels strongly about letting people in on ratings. 'The release of ratings to the consumer press by broadcasters is a blatant misuse of research data," he says. "Such material is neither intended or designed for consumer consumption and will only be read out of context. The man who first gave ratings to a columnist should be drummed out of the business."

The two biggest broadcast milestones that took place since Roslow started The Pulse he considers to be: (1) The industry acceptance that radio and tv were separate media, and (2) the awareness of the out-of-home audience. Roslow was quick to explore the latter. In 1949, he turned out his first radio out-of-home study. Auto listening has subsequently become a regular Pulse project. Tv, which during its earliest years was run right in with radio reports, soon got its own treatment and by 1952 was being measured out of home. Roslow reasoned that in that era most people were watching to at the home of friends, at clubs or neighborhood bars. Now Roslow predicts a day when tv will be measured out of home again thanks to thinner picture tubes and wireless portable sets.

Not all of Roslow's looking is to the future. A man of intense loyalty (he still uses the same printer who printed the original Pulse reports), he can become quite emotional about the "old days." His emotional peak each year is the annual Pulse luncheon which he gives for his clients. It has been noticed that immediately after each one, Roslow disappears, sometimes for an hour or two, finally turning up again with no mention of what he's done or where he's been. Only a handful know his secret: he must go off by himself to "cool out," and think perhaps of the long road from Broadway to Fifth Avenue.

#### KROGER

(Cont'd from page 37)

handling of his "specialty."

How much did this embroidery add to the fabric of the promotion? Kroger, of course, won't say. Flynn does admit that he is well pleased with the results, and grocery merchandiser Chet Lowe adds. "We sold more doughnuts in one week than we did in five previous weeks."

No small share of the credit goes to the on-location efforts of Kroger. The campaign got under way on 25 August. That morning the 35 units in the Cleveland area opened with 10-foot banners on the store fronts and inside hi-wires, devoted to the promotion.

Besides displays on its own products being featured, the store used pushcart and end displays for these national brands: Carling Black Label Beer, Pepsi-Cola, Hellmann's Mayonnaise and Chef Boy-Ar-Dee, Shelf talkers were tied-in with Sealtest Ice Cream, Silver Dust soap powder, Milani's 1890 Dressing, Hills Brothers Coffee and Durkee margarine.

The display pieces carried not only the promotion slogan, tying in the store and station, but were personalized with station personality picks.

In retrospect, the station believes the promotion was a major step in grocery marketing. "Both we and our national grocery advertisers," notes Ed Paul, have been finding that the more national advertising can be localized the more effective it becomes. Some agencies are now giving us more latitude, for example, in their commercial copy, letting the station personality use his own approach, a la Arthur Godfrey. We think this takes it out of the realm of the average commercial and gives it a distinctive touch."

Adds Richard M. Klaus, the station's vice-president and general manager: "This was one of the finest examples I know of an advertising campaign coordinated to such depth. By creatively tying the man to the product, on the air and in the store, Kroger and WERE achieved a well-rounded sales campaign with maximum effect."

It's safe to say this promotion idea will grow. Kroger ad director Flynn says he "looks forward to going into this promotion again." Adds station sales manager Ed Paul: "I know of several brokers who have told their principals about the promotion. I think we'll start getting pretty regular schedules for the plan."

# YOUR FALL-WINTER SPOT BUSINESS WILL BE UP

because you'll get more of it if you read SPONSOR's new 12th annual

## FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts Full copies of Fall Facts BASICS available for \$1

#### Reprints of the popular BASICS charts sections:

16 pages on Marketing
16 pages on Radio
24 pages on Tv and Film

17 TO 9
18 TO 49
25 cents each
26 TO 99
20 cents each
27 TO 499
28 TO 70 999
29 TO 70 999
20 cents each
20 TO 999
2

Prices include postage

For fast delivery, use the coupon below:



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

### WGN-RADIO

## **QUAD-CITIES**

ROCK ISLAND . MOLINE
E. MOLINE . DAVENPORT

now the nation's

47th

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUV WHBF-TV NOW!

## WHBF-TV

CBS for EASTERN IOWA and WESTERN ILLINOIS REPRESENTED BY AVERY KNODEL, INC



## Tv and radio NEWSMAKERS



Louis E. Dean has rejoined the staff of D. P. Brother & Co. in the capacity of vice president. The announcement was made 5 September by Mr. D. P. Brother, president of the national advertising agency which bears his name. Mr. Dean has been associated with the advertising and automotive fields since 1931. His most recent association has been with the Kudner Agency

where he was in charge of the General Motors' institutional advertising account. He began his career as a radio announcer, and was first associated with D. P. Brother as a member of the radio department in the 1933's. Mr. Dean will headquarter in the Detroit and New York offices of the agency and will reside in Pleasantville, New York.

Fred Von Hofen was named station manager of KGW. Portland, Oregon recently and has assumed his new duties as of 2 September. In making the announcement, Mr. Otto Brandt, vp. and general manager of the Crown stations, said that Mr. Von Hofen is "one of the dynamic young men of modern broadcasting." A native of Texas. Mr. Von Hofen has been station



manager of KING, Seattle, and in 1957 was part-owner and manager of KENO, Las Vegass. During World War II, he served with the U. S. Marine Corps in the South Pacific combat area. After leaving the service in 1944, he went to Seattle, joining the Crown stations in 1948 as an announcer on KING. He has been a radio and tv salesman, radio sales manager and station manager with KING previously.



Robert 5. Tyrol has been promoted to general sales manager for WTIC. Hartford, Conn., it was recently announced by Mr. Paul W. Morency, president of the Travelers Broadcasting Service Corp. A member of the announcing staff of the radio station for a number of years, Mr. Tyrol joined the WTIC sales department in January of 1956. In 1957 he was made assistant general statement of the work of the work

eral sales manager. While a member of the announcing staff, Mr. Tyrol was identified with many of WITC's audience participation and special events broadcasts—both locally and over the NBC and New England Regional networks. During World War II, Mr. Tyrol was in command of a submarine chaser in the South Pacific. He is a graduate of the U. S. Coast Guard Academy, lives in Connecticut.



"I have but one lamp by which my feet are guided, and that is the lamp of experience."

There can never be another station in Tidewater, Va., with the legith of priceless experience that WTAR can give you. For WTAR is the oldest radio station in the nation's oldest state. This is <u>one</u> of the reasons why the voice of WTAR is the most influential voice in Tidewater\*.

Our 35th (Inniversary

V TAR

RADIO

790 KILOCYCLES • CBS NETWORK

Business Offices and Studios in Norfolk President and General Manager—Campbell Arnoux Vice President for Sales—Robert M. Lambe Vice President for Operations—John Peffer Tirst in Virginia

\*TIDEWTAR is a better way to spell it . . . and sell it the great Norfolk-Newport News market, largest metro area population in state, 6th in South, 27th in U. S.



## SPONSOR SPEAKS

#### Perspective on the quiz shows

The immediate future of the big-money quiz shows is now so self-evident that there's little news in the situation tradewise. As after-thoughts, though, these may be worthwhile remembering:

- Fortunately, the industry had figured that the shine was
  off the payout shows long before the headlines did the final
  tarnishing. Of the current crop of network newcomers, only
  two are in the game class (the great majority is action stuff).
   So the danger to the new season isn't much.
- If history is any indication, it would be folly to write off the quizzes categorically. Radio had a similar shock with the musical guessing games in the 1930's when those high-riding shows were accused of being lotteries—a much more serious charge since it involved the government as well as the public. Yet guessing the titles of tunes has remained a steady programing ingredient over the years. Mental competition and showmanship is as old as the human race, so there's a continuing demand for games and contests of some sort.
- If anybody hadn't realized it before, tv's newsworthiness is now an iron fact. The quizzes grabbed the headlines with easy regularity. While this confirmation of the hold tv has on the public is flattering, it's obvious that it can bring its frightening moments, too. More than ever, the industry will have to behave like a grown-up.

#### More program flexibility

Putting too many program eggs into one basket repeatedly has been called a drag on creativity and flexibility by sponsor. The tribulations of the quizzes indicate that it's also economically hazardous.

Thus the argument that new directions are too costly loses much of its plausibility. Perhaps a better case for more flexibility now can be made to the bookkeepers.



THIS WE FIGHT FOR: Greater creativity in all phases of air media work. One of our industry's worst enemies is an obtuse, reactionary reliance on statistics at the expense of new ideas. Both radio and tv must keep flexible.

#### 10-SECOND SPOTS

Come again? From a Ralston Purina Co. news release—"Millions of families will be entertained and sold via network television's multiple large space ads in more than 250 newspapers: ..."

**Eerie:** A Cedar Rapids mortician has turned to television advertising on KCRG-TV, will sponsor CNP's telefilm series, *Danger Is My Business.—More deadly than dangerous*, we'd say.

Spelling bee: At the recent A. C. Nielsen Co. press conference in the Waldorf, Vice President John Churchill unveiled NCS #3, then asked for questions from the press. First question asked: "is it true that you've just hired a \$30,000-a-year vice president in charge of seeing that 'Nielsen' gets spelled right?"

Namely: Loretta Kealy, of H-R Reps. belongs to the Toastmistress Club of New York. The club recently held a contest for naming its new monthly bulletin; most interesting submission of a name: Flickertails.

Arf: Pat Buttram, CBS Radio star, commenting on the small foreign cars: "Down home there's a dog that chases them. Wouldn't be so bad except when he catches them, he buries them."

New job: From the letter of a job applicant received by a Madison Avenue agency personnel head—"I had intended to send you a copy of my resumé earlier this week, and follow it up with a phone call; however, I was unable to do so. . . . I find myself in the position of being unable to accept any employment at the present time.

"I've been drafted."

Chiller: A spot radio campaign in N.Y. plugged the new horror movie,

The Fly, said it was so terrifying that anyone who wants to see it alone must sign a legal waiver in the lobby. And if you aren't scared, do you get your waiver back?

Author, author! The upcoming CBS TV production of Louisa May Alcott's classic, Little Women, has divided the producers into two camps over the question of whether Beth lives or dies at the end. Richard Adler, the show writer, insists she live, while BBDO. sponsor Sheaffer Pen Co. and Talent Associates wants a sad ending. Adler feels there is no time for her to die in an hour show with eight minutes out

for commercials. We'll still bet on the

sponsor getting his way.

# THE IMAGE OF BELIEVABILITY



#### Believable as the familiar school-

house and the bell that beckons youngsters back to books and lessons—that is WWJ-TV in Detroit. Eleven years of superior television service to southeastern Michigan have given WWJ-TV such dominant stature that every advertiser enjoys a priceless advantage.

Be sure this fall. Be sure to use WWJ-TV, Detroit's Believability Station.



## AS ALWAYS ON

The "Road" Pictures . Bot Hope Bing Crosby \* "Going . My Hay" . Bing

Custy Barry Fitzgerald \* " The Mken The Bell Jells' KBET-Tary Vpa - Ingrid

... all the Great Movies! Paleface" . Bet

Bergman \* "C.J.J." . Alan

The Finest Motion Pictures Ever Made

Hope Jane Russell \* " Real The Wild Wind . John Hayne Ray . Willand \*"Beau Seste" Gary Corper Ray Willand \* "Hell Farge" . Jeel McCrea \* "Hake Island" . Brian Lonlary - Robert Preston & \* "Union Pacifie" . Joe

Paramount Pictures

Announcing a choice selection from the Paramount film package. Another star in KBET-TV's library of hits from MGM, RKO, United Artists, Republic, 20th Century-Fox, Columbia, Warner Bros.

\* "This Gun For Hire"

. Han Jadd Vennica Jak "Northwest . Hounted Police

· Gary Cooper \* and many more!

KBET-TV CHANNEL 10



OF SPONSOR 20 September 1958

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# O, OOO WATE

WDIA

vers the "Golden Market" of 1,237,686 Negroes learly 10% of America's Total Negro Population



40% of the Memphis Trade Area is Negro And Before They **Buy**, Memphis Negroes **Listen** 

TO WDIA 1070 KC

Only 50,000 Watt Station in Memphis

C ALL RATINGS—YOU'LL FIND WDIA CONSISTENTLY "TOPS!" EIRESENTED NATIONALLY BY JOHN E. PEARSON COMPANY

## 7th ANNUAL NEGRO MARKETS SUPPLEMENT

A round up of facts and figures on Negro radio, including basic market data, station and advertiser lists and three timely articles

Negro Market: Expanding in two directions

Page 3

Page 6

The Advertisers: How they get a plus from radio

Negro Stations: Their heart is the disk jockey

Page 8



## DO YOU **KNOW**

The Central California Negro Market is not concentrated . . . but extends over a seven county area, bordering San Francisco Bay!

#### KWBR COVERS THE

**ENTIRE** 

NEGRO MARKET OF CENTRAL CALIFORNIA!



Represented By: WALKER-RAWALT, INC. FAST DORA-CLAYTON, INC. ATLANTA HARLAN G. OAKES

### KWBR

WEST

WARNER BROTHERS 327 - 22nd STREET OAKLAND, CALIFORNIA

**1,000 WATTS** 24 HOURS A DAY 1310 KC

**Editor and Publisher** 

Secretary-Treasurer

laine Couper Gle VP-Assistant Publisher Bernard Platt

EDITORIAL DEPARTMENT

**Executive Editor** 

John F McMil

Managing Editor

**News Editor** 

Ben Bode Special Projects Editor

Senior Editor

W E MIL

Associate Editor

Russ Carpenter Midwest Editor (Chicago)

Western Editor (Los Angeles) Pata Rankin

Film Editor Beth Drexler Brod

Assistant Editors

Gloria Florowitz

Contributing Editor Joe Csida

Art Editor

**Production Editor** 

**Editorial Assistant** Vikki Viskniskk

#### ADVERTISING DEPARTMENT

Sales Manager James H. Fu

Advertising Promotion Manager

VP-Western Manager Edwin D. Coope

Southern Manager Herb Martin

Midwest Manager

Production Manager Sandra Lee Oncay, Asst.

Administrative Staff Dorris Bowers George Becker

Circulation Department Seymour Weber

Emily Cutillo Harry, B. Fleischman

Accounting Department Laura Oken Laura Datre

Readers' Service

Member of Business Publications

Audit of Circulations Inc. SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC. combined with YV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th 5t. 49th 6t. 49

©1958 Sponsor Publications Inc.

THE ONLY NEW YORK STATION WITH

DEVOTED

**PROGRAMMING** 



WLIB - has more Negro listeners than any other New York radio sta-tion-network or independent (PULSE)

WLIB-only New York radio sta-

WLIB-first New York station broadcasting Negro community news and special events on a regu-larly scheduled basis—every hour on the half hour

WLIB-only New York station devoting 87% of its broadcast time to Negro programming.

Harlem Radio Center . Hotel Theresa 2090 Seventh Ave., N. Y. 27, N. Y. MO 6-1800 The nation's highest audiencerated Negro group





## WOKJ

The NATION'S HIGHEST Hooperrated Negro station • In Jackson — 48% Negro • Top-rated consistently by Hooper-Pulse-O'Connor • The ONLY way to the 107,000 Negroes of the Jackson Metropolitan Area.









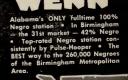




Area.









# THE NEGRO MARKET is getting bigger in two directions

Non-white population has increased 20% since 1950, half again faster than the rate for the white population

With his spending power tripled since before the war, the Negro now has \$16 billion to buy the goods he wants

By Alfred J. Jaffe, Special Projects Editor

has often been said that there is no such thing as a Negro market but only a series of markets—say, like children under 12—of which Negroes are a part.

After all (so the argument goes), if you advertise to children under 12, or families who make less than \$5,000 a year, or people who live in New Eng-

land, you don't look at skin color.

The argument has a logical ring and the additional merit of wrapping itself in laudable sociological tones.

Facts have a way of brusquely pushing logical niceties aside, however, and the facts that support the existence of a Negro market are tough to ignore.

They include: (1) the Negro is

group conscious, (2) he can be reached by specialized media, (3) he can be found concentrated in certain areas, (4) his economic opportunities are (still) limited, (5) he does have certain likes and dislikes not shared by others.

Finally, marketing facts about the Negro are becoming outdated at a faster rate than among whites.

Most important: the Negro market is expanding in two directions. Negro population and households are growing at a speedier clip than the rest of the country. So is Negro per capita income.

While the white population went up 12.6% from 1950 to 1957, non-white persons (of practically all of whom are

Growing Negro market is a responsive one. Below, George Hudson, WNJR, Newark-New York personality, is mobbed at in-store promotion



Negro) went up  $18.9^{\epsilon}\epsilon$ . The increase in young non-whites was particularly marked. Last year there were about 35% more Negroes under 18 than there were in 1950. The corresponding figure for whites was  $26^{\epsilon}\epsilon$ . As a result of the prolific Negro birth rate, fully  $27^{\epsilon}\epsilon$  of the non-white population is under 10 years of age compared to  $21^{\epsilon}\epsilon$  for whites.

The total non-white population is now over 19 million. With about 95% of these Negroes (other non-white include Japanese, Chinese, Indians, etc.), this puts the total Negro population at more than 18 million, a 3 million jump over 1950.

A more striking comparison between white and non-white reveals this; the percentage of non-white households has been increasing faster during the 50's than the population. The reverse is true among whites—a result of the dip in the number of young people of marriageable age.

While the number of young Negro adults in 1957 was only slightly above that recorded in the 1950 census, powerful economic forces have been at work. As a result of the rising Negro standard of living, where there used to be one household there are now two. In other words, undoubling. The young Negro adult, hankering for a home of his own, is now able to afford it. And the housing shortage is not as bad as it used to be

Some statistics to back this up: In 1947, 15% of Negro married couples did not have their own household. By 1956, the figure had come down to 7%,

1990, the figure and come down to 176. The rise in Negro well-being is truly astounding. Per capita income has practically tripled since before the war. In terms of constant 1956 dollars (that is, with the purchasing power of the dollar held constant). Fortune magazine estimated in 1956 that per capita income before taxes had risen to \$1,070 that year from \$384 before the war. Comparable white income rose from \$1250 to \$2,000.

With per capita income of \$1,000, and taking taxes into account, the spendable income of the Negro is thus about \$16 billion annually.

While the Negro has a way to go before catching up with whites in the U. S., his income (Communist papers, please copy) compares favorably with Western Europeans. For time estimated the average Negro is better off in purchasing power than the relatively prosperous West German (a fact that will, no doubt, surprise many), is right on the heels of the average Briton and is not too far behind the Canadian.

On the other hand it must be conceded that Negro is still not rolling in wealth. About four out of five families have take-home pay of \$4,000 or less. This is a ratio roughly twice that of white families. At the top of the heap is the 4% of non-white families who make \$7,500 or more. The Negro "middle class" could be said to consist of the 15% whose spendable income falls within the \$4,000.87,500 range.

The marketing story of the Negro would not be complete without taking note that the Negro is on the march in more ways than one. He has been leaving the southern farm and settling in cities. Though Negro population has more than doubled since 1900 there are half as many living on the land. The actual figure is about 2.7 million.



Negro artists are center of Negro radio programing. KGFI, Los Angeles, auto with station d.j.'s was in the Mahalia Jackson parade before her auditorium concert



One-third of Negroes own homes. Mobile unit, WBOK, New Orleans, covered Easter egg hunt to attract buyers to subdivision. Promotion sold \$29,000 worth of houses



High birth rate makes Negro population "younger" than white. "Sunny Jim," WAMO. Homestead-Pittsburgh, records interviews at playgrounds for sponsor Hires root beer

One of few Negro-owned stations, W.CHB, Inkster-Detroit, is visited by Mayor Rheinhold of Sebewaing, Mich., during "Mayors Exchange Day," when he presided over Inkster. Mayor Rheingold was accompanied by state, county, Rotary, Kiwanis and C. of C. officials





Public service is Negro station's link to community. WDIA, Memphis, jurnishes the equipment to 85 Little League teams. Above, the opener of the 1958 Little League season



World War II gave a hefty impetus to this flight from the farm but, even during the 50's the trek continued. Census Bureau figures showed a 26% jump in all non-white households from 1950 to 1950 but the hike in non-white urban and rural non-farm households came to 35%. Negro farm households went down about 14%.

The Negro is still primarily a southerner. More than 11 million colored have remained below the Mason-Dixon line. Joseph Christian, a Negro marketing consultant who numbers Y&R among his clients, says, "You can roughly break down the location of the Negro something like this: one-sixth live on farms in the South, one-half live in the South but not on farms, one-third live in urban areas outside the South."

The main current of migration, however, is clearly northward and if present trends continue it will not take too long before most Negroes will be northerners.

The magnet for the Negro up north is the top metropolitan markets. In a (Please turn to page 32)



Community affairs are an important part of Negro station programing. Above, Mrs. Leola Dyson, director of women's activities and public relations at WRAP, Norfolk, interviews Mrs. Eleanor Rosevelt during a UN celebration at which Mrs. Rosevelt was main speaker



Negro affairs in U.S. are of interest to rest of world—and vice versa. Chana Premier Burnah accepts tape of his U.S. speeches from W.LB general manager Harry Novik as Koft Baaka, I., Ghana minister of broadcasting: Clarence Holte, BBDO marketing exec, look on

#### Like whites, Negroes are spending more time at school . . .

Median years of school completed by persons 25 years and over, 1940-57

	NON-	WHITE	WI	HITE
	MALE	FEMALE	MALE	FEMALE
APR. 1940	5.4	6.1	8.7	8.8
APR. 1947	6.6	7.2	9.0	9.7
APR. 1950	6.4	7.2	9.3	10.0
OCT. 1952	6.8	7.4	10.1	10.8
MAR. 1957	7.3	8.1	10.7	11.3
INCREASE 1940-57	1.9	2.0	2.0	2.5

#### . . . but high school graduates are still a definite minority

Schooling completed by persons 25 years and over, March 1957

ĺ			LESS THAN 8 YEARS	AT LEAST 8 YEARS	AT LEAST 4 YEARS HIGH	AT LEAST 4 YEARS COLLEGE
	MALE	WHITE	20.1	77.9	41.1	10.1
	MALE	NON-WHITE	53.5	42.4	16.3	2.6
	FEMALE <	WHITE	17.4	81.0	45.1	6.0
-	LIVIALE	NON-WHITE	47.8	50.2	19.3	2.9

SOURCE: Census Rureau

# THE NEGRO-DIRECTED ADVERTISER gets a 'plus' from Negro radio

He finds, say marketing men, a commercial on Negro radio penetrates because it's placed in an effective setting

He also finds that obvious sympathy for Negroes will pay off in loyalty though Negro is receptive to new brands

". . . . An ad in Negro media says,
'This is meant for you.' If someone
puts on a contest in which the prize is
a week spent at some very fancy hotel,
this is obviously not directed at the
Negro. . . ."

"....You have to make the Negro feel he's included. He appreciates a specific effort to reach him...."

"... Negro media have penetration. The Negro consumes white media but there's a psychological filter at work there. The Negro-directed ad or commercial is in an effective setting. . . ."

The three statements above were made by three different men all of whom specialize in affecting Negro attitudes or buying habits.

Statement No. 1 was made by Joseph Christian, a marketing consultant with his own firm and Y&R among his clients.

Statement No. 2 was made by Wendell Austin of the Negro relations section of the Esso Standard Oil Co.'s public relations department.

Statement No. 3 was made by Clarence Holte, head of Negro marketing at BBDO.

All three men are Negroes, which, on top of their backgrounds, should make them doubly perceptive.

All three men are saying, in effect, that the advertiser gets something extra even essential—when he directs his advertising specifically at the Negro.

This opinion is by no means uni-

versally accepted. Hundreds of advertisers are satisfied that they are reaching Negroes effectively through general purpose media. There is no question that they are reaching Negroes. And some are, no doubt, doing an effective job, particularly among those Negroes in the middle and upper strata affected by ideas of prestige and seeking some mark of identity with the white world.

This latter factor is of minor importance in Negro radio. For this is a mass medium, selective only in the sense that it pinpoints a large and identifiable market segment. The mass market advertiser who overlooks Negro radio would seem to be missing some obvious potential.

Scores of advertisers, obviously, are not missing this potential. (For a cross-section of these, see the list starting on page 30.) Some, like Royal Crown, which makes a hair dressing, sell only to the Vegro market. Royal Crown is no small potatoes; it racks up sales in the neighborhood of \$10 million annually.

But most advertisers on Negro radio make products destined for all consumers. A number have found their product has a special appeal to Negroes and are using Negro radio to capitalize on it. Products like lard and evaporated milk fall in this category. Others have found their particular brand has

(Please turn to page 34)



Lucky Strike recorded commercials for Negro market. "The Platters," who made recording, are shown with Hunter Hancock, KPOP, Los Angeles, one of the two white d.j.'s on Negro appeal radio in that market

Awards for commercial presentations are sometimes given by advertisers to spur d.j.'s. Manischewitz' Phil Strauss presents an award to Joe Walker of WMBM, Miami Beach, for the excellence of his wine spots





Negro market specialists are still rare but more are coming into field. Joseph Christian, former Seagram executive, I, has had own consulting firm for over a year, includes Y&R among clients, Clarence Holte is head of two-man Negro marketing department at BBDO, which is only big agency employing Negroes in that capacity. Other consultants: Les Bailey, San Francisco; Jesse Lewis, Birmingham





Langendorf Bread made consumer survey of d.j.'s in San Francisco before picking Rockin' Lucky on KSAN. Client tested jocks by checking into effectiveness of selling for the local retail accounts in area



Alcoholic beverages have higher per capita consumption among Negroes than among whites. D.j. at WHAT, Philadelphia, shows the half-quart and 12-ounce sixpacks of Budweiser, which buys the station



Disk jockey's personal approach is key factor in selling and merchandising on Negro radio. "Doc" Wheeler on WWRL, New York, tries his charms on two customers for Limacol, an eau de cologne

Rising Negro standard of living leads to new businesses, like Ebony Health Studio chain advertised over KCOH, Houston. The picture below shows the opening of a third studio, covered by remote pickups



Merchandising crews on Negro appeal stations are often experts in varied fields. The team employed by WOV, New York, consists of Herman Amis, seated, who had retailing experience before coming into broadcast, and (l. to 1.). Ellen Faison, a designer and fashion show model; Helen Gregory, who keeps posted on community afairs, retail route lists; Mary Cunnipaham, a model and trained cosmetician who has taught hair styling and makeup





Participating in a community event.

#LOU. Louisville, records voices of listeners
at Korsair crippled children's picnic. Voices
were played back on the air the next day



Downtown studio office has paid off in attracting new clients and keeping the old ones, WOBS, Jacksonville, reports. Onehour sidewalk interview is done here daily



Negro sports are important station fare. Jesse Champion, W.H.D., Birmingham, talks to Mgr. Dismukes, Kansas City Monarchs, at practice session of the local Black Barons



D.j.'s are often the center of promotions. Dave Dixon of KATZ, St. Louis, leads a parade to crown "Miss Glamor Spray" in promoting this new liquid hair straightener



Saturation schedule on KNOK, Dallas-Ft, Worth, was bought by Forest Theatre to promote movies as well as Friday night stage show. Station's "Mr. Lucky" (Rady Rannells), talks to Faye Adams, star of show. Theatre had done some light advertising, station reports, but after saturation schedule, business has been at either double or triple the previous level

# THE NEGRO STATIONS revolve around the disk jockey

#### He provides commentary on music and on public and community affairs as well (not to mention merchandising)

The Negro radio station and the Negro consumer market have two primary points of contact.

They meet on the air through the d.j. and they meet at the point-of-sale through merchandising men (and the d.j., too).

This, in itself, does not qualify Ne-

gro radio for any blue ribbons. What makes the difference, however, is that the listener is listening to and the retailer is talking to a man or woman whose skin color is the same as his.

One should add to this that stations also contact their market at a less business-like level—the level of com-

munity affairs, public service and, in some cases, agitation for civil rights.

The d.j. is involved here as well. He is a narrator of public aflairs on the air, a speaker on public affairs in an auditorium, and, in general, a sympathizer on public issues. To the Negro, he is often "one of us."

The d.j., to sum it up, is the heart of Negro radio.

Most disk jockeys are colored and, all things being equal, there is more



Sports stars have strong appeal among the Negro audiences, often make popular d.j.'s. Above is "Big" Don Barksdale of KWBR, Oakland, Olympic basketball star



Dance for young Negroes is given every Saturday morning by WAUG, Augusta, using city center. D.j. Mal Cook, above, gives door prize, got city citation for dances

A total of 42,609 postcards were sent in for the "favorite minister" contest on KOKY, Little Rock, Ark. Winner of the contest, held in February, was the Rev. Felix Evans





Week-long salute to W. C. Handy in connection with movie about him culminated in a broadcast from Chicago's Tivoli Theatre with WBEE station personalities

identification on the part of the listener with a Negro than with a white. However, some white d.j.'s are exceptionally popular and well accepted by the Negro community.

As one Negro broadcaster put it, "Negroes either like you or reject you. There are no mediocrities in Negro

Many Negro radio personalities are colorful with names to match. They call themselves the Rev. Gatemouth Moore, Sir Walter Raleigh, Gospel Boy, Dogface, Lord Fauntleroy. This kind of tag is more likely to be found in the South. On the whole, the northern Negro radio personality is more dignified, one reason being the more dignified, one reason being the more dignified one reason being the more dignified one reason being the more beginning to feel the more extreme forms of clowning hurt the race by perpetuating group stereotypes.

Is Negro radio then segregated radio? Some general appeal broadcaste's with large Negro audiences say it is. The Negroes themselves don't feel this way, however. The more articulate Negroes make the point that dial tuning represents a democratic option with the listener stopping at whatever frequency he wants to—not the frequency he's forced to. In addition, Negro radio is the only place he can get broadcast news about his community.

The further point is also made that, just as Negroes listen to general appeal radio, so do non-Negroes tune in on Negro-appeal radio. In some areas, for example, Spanish-speaking audiences find Negro programing to their liking. And, while the radio jive fans among the general run of Americans have never been counted accurately, there are undoubtedly a fair fraction of them who listen to Negro appeal stations.

These non-Negro audiences listen to the music, not to the personality. The Negro-appeal d.j. has a specific target for his patter. He talks the language of his audience. This doesn't mean the d.j. flaunts the differences between white and Negro. It does mean he creates an atmosphere in which the Negro feels at home.

He doesn't have to be a Negro to do this. Hunter Hancock of KPOP, Los Angeles, is white and bas been programing for Negroes for 10 years. His audiences include Mexicans and, with the advent of rock 'n' roll, other whites also. Hancock plays only music recorded by Negroes, stays away from "popular jazz" or "prettied up Negro music."

Here are five tips from Hancock on programing for and selling the Negro:

1. Don't talk down. This applies to both white and Negro d.j.'s. (Los Angeles now has two white d.j.'s in its Negro appeal programing. KGFJ's John Magnus joined the ranks when his station went to 100% Negro appeal programing recently.) Negroes don't resent white d.j.'s but they are sensitive to condescending language.

2. Don't be "way out." Negroes like (Please turn to page 37)

# Roundaville Radio-



### ... THE APPOINTMENT

as Vice President and National Sales Manager of the Rounsaville Negro programmed radio properties.

Mr. Walker will join the Rounsaville chain on November 1st, and will have immediate supervision of national spot sales for all Negro properties.

He is a 20-year radio veteran, more than nine of which have been spent with WDIA, Memphis, a pioneer in the development of the all-Negro programmed pattern.

AND...



### ... THE APPOINTMENT of JOHN FULTON

as Vice President and Local Sales Manager for all Rounsaville Radio properties.

Mr. Fulton entered radio in 1935, and joined the Rounsaville organization in 1953. He is a past director of N.A.B., as well as past president of the Georgia Association of Broadcasters.

#### WCIN

Cincinnati, Ohio. 1000 W, 1480 KC. Cincinnati's only all Negro programmed station.

#### WLOU

Louisville, Kentucky. 5000 W, 1350 KC. Louisville's only all Negro programmed station.

#### WMBM\*

Miami Beach, Florida. 1000 W, 800 KC. South Florida's most powerful all Negro programmed station.

#### WVOL

Nashville, Tennessee. 1000 W, 1470 KC. Nashville's only all Negro programmed station.

#### $\mathsf{WTMP}$

Tampa, Florida. 5000 W, 1150 KC. Tampa-St. Petersburg's only all Negro programmed station.

#### WYLD

New Orleans, La. 1000 W, 600 KC. New Orleans' all Negro programmed station.

"Good News WMBM just granted 5000 watts day and night in 790 K.C.

#### **ROUNSAVILLE RADIO**

HOME OFFICE: 3165 Mathieson Drive, N.E. Atlanta 5, Georgia

#### NEGRO MARKETING BASICS

Negro population is growing at a faster rate than white during 1950's . . .

	nd non-white popula	
	WHITE	NON-WHITE
All ages	+12.6%	+18.9%
Under 18	+26.0	+34.5
18-24	5.8	+ 3.8
25-44	+ 3.6	+ 5.6
45-64	+12.4	+17.5
65 and over	+20.8	+22.6

The high Negro birth rate during the 1950's is dramatized in these Census Bureau figures taken from the census of 1950 and a sample survey last year. Non-white includes Indians, Japanese, Chinese, etc., but about 95% of non-white are Negroes

#### Negroes tend to be "younger" than whites . . .

Percent U. S	. poulation i	n age groups		
	WH Male	ITE Female	Male NON-W	/HITE Female
Under 5	11.1%	10.5%	14.5%	13.8%
5-9	10.5	9.9	13.3	12.6
10.14	8.9	8.4	9.8	9.3
15-19	7.0	6.6	8.1	7.8
20-24	6.3	6.1	7.1	7.0
25-29	6.7	6.6	6.8	7.1
30-34	7.1	7.3	6.7	7.3
35-39	7.0	7.1	6.2	6.6
40-44	6.6	6.8	5.8	6.3
45-49	6.2	6.3	5.4	5.6
50-54	5.4	5.5	4.6	4.6
55-59	4.7	4.9	3.8	3.7
60-64	4.1	4.3	2.8	2,8
65-69	3.2	3.5	2.0	2.0
70-74	2.4	2.8	1.4	1.4
75-79	1.5	1.9	1.0	1.1
80-84	0.7	1.0	0.5	0.5
85 and over	0.4	0.6	0.4	0.5
Total (000)	75,688	76,776	9,170	9,595

These Census Bureau figures cover the total U.S. population, including armed forces overseas, as of 1 July 1957. Note high proportions of children under 10 among both white and non-white. Note also that three are about 5% more females among non-whites compared to about 1% in white group. For an explanation of non-whites, see caption at 100 fels.

#### Big postwar jump in Negro urban households is due primarily to . . .

**A.** Decrease in doubled-up families

Percent	U.S. married		ut own household	
	1956	1950	1947	1940
WHITE	3.0%	5.9%	7.9%	6.4%
NON-WHITE	7.1	13.8	15.1	11.3
Avera			U.S. household	
Avera			U.S. household	1930
Avera WHITE	age number of	persons per		1930

**B.** The move away from the farm

Percent chan		U.S. households,	
	ALL HOUSEHOLDS	URBAN & RURAL NON-FARM	RURAL FARM
WHITE	+10.7%	+14.0%	-9.5%
NON-WHITE	+26.2	+35.2	<b>—13.8</b>

#### Negroes have proportionately fewer husband-and-wife households

Marital status of civilian U. S. population PERCENT MARRIED WITH ABSENT SPOUSES PERCENT MARRIED FEMALE MALE FEMALE MALE White Non-white White Non-white White Non-white White Non-white 71.1 64.1 2.4 7.8 3.0 11.3

All figures on this page are from the Census Bureau. The bottom chart covers U.S. civilians 14 years and over, as of March 1956

#### NEGRO MARKETING BASICS

Major occupational group

Total employed (000)

Professional, technica

Farmers, farm manage

Other managers, offici
proprietors

Clerical

Sales

Craftsman, foreman
Operatives

Private household workers

Farm laborers & foremen

Laborers (except farm and

Other service workers

mine)

#### One out of three working Negro women are employed as domestics

N	Major occupations of employed persons						
	Total	WHITE Male	Female	Total	NON-WHITE Male	Female	
)	58,482	40,250	18,232	6,698	3,997	2,701	
d	10.8%	10.4%	11.6%	3.9%	3.5%	4.6%	
ers	5.1	7.2	0.6	4.0	6.2	0.7	
ials,	11.4	14.2	5.3	2.4	2.6	2.1	
	15.1	6.8	33.2	5.6	4.4	7.4	
	6.9	6.3	8.2	1.4	1.0	1.9	
	13.9	19.8	1.0	5.8	9.4	0.4	

19,1

15.5

16.4

10.5

15.3

22,9

0.6

14.4

9.8

25.3

13.5

37.7

19.4

11.6

0.7

These Census Bureau figures cover people at work during the week 6-12 July 1958

17.2

2.0

8.0

4.3

5.2

18.2

0.1

5.7

4.0

7.3

#### Nearly half of all Negro women work

6.2

5.0

0.6

Ешр	loymen		of civ	ilian po		
	Total	WHITE Male	Female	Total	NON-WHITE Male	Female
Per cent in labor force	58.4	84.0	35.0	64.8	83.8	48.1
Labor force	62,706	43,061	19.645	7,767	4,696	3,069
Employed in agriculture	5,708	4,667	1,041	1,010	678	332
Employed in non- agricultural jobs	52,773	35,583	17,191	5,688	3,318	2,369
Unemployed	4,225	2,811	1.413	1,069	701	368
Per cent unemployed	6.7	6.5	7.2	13.8	14.9	12.0

Figures at right apply to U.S. citilian non-institutional population 14 years and over as of 6-12 luly 1938. They show that while one out of two Negro women are employed only one out of three white are so engaged. The data also show that the percent of unemployed among non-whites is double the figure for the while group is double the figure for the while group

## WE PROUDLY SERVE

PHILADELPHIA'S

650,000 NEGRO MARKET



To be the Number One Negro Station in America's third largest city is to be in an envious position. We realize this. We also realize that, in order to stay Number One, WDAS must continue to back up our advertisers with aggressive merchandising and programming.

Some of the Reasons Why WDAS is a "Must" in Philadelphia Radio

More and more advertisers are aware that to obtain sales dominance in America's large cities is virtually impossible without the patronage of the Negro Market. In Philadelphia, WDAS exclusively delivers the ever-growing 650,000 Negro Market.

The WDAS Negro on-the-air talent team is known throughout the East. They are a highly professional group of men and women whose long-time acceptance by the Philadelphia Negro Market is unequalled. No one can deliver your message, motivate listeners and gain the acceptance of the Philadelphia Negro Market as can the top-rated air-personalities of WDAS.

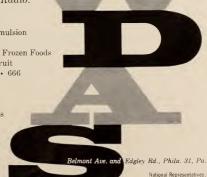
Ever since Negro listening has been measured in Philadelphia, WDAS has always been the top-rated Negro Pulse station . . and NOW WDAS HAS MORE NEGRO PULSE QUARTER HOUR FIRSTS THAN ALL OTHER STATIONS IN THIS AREA COMBINED.

Absolutely no other advertising medium in Philadelphia can deliver the specialized Negro Market proof-of-performance merchandising available to WDAS advertisers. The WDAS Negro Market Merchandising Department is the first, and only, full-time, fully staffed department in Philadelphia offering participations in Food Fair Stores, Best Markets, Philadelphia Association of Retail Druggists and WDAS Spot-lite Superettes. This comprehensive merchandising program ranges from point-of-purchase "WDAS APPROVED PRODUCTS" through to finished detail reports.



There is no more complete list of blue chip advertisers in Philadelphia Radio.

Pabst Blue Ribbon Beer • Humphreys
Parks Sausage • Black Draught • Creomulsion
Contadina • San Giorgio • BC Remedy
Scott's Emulsion • Roma Wine • Dulany Frozen Foods
Budweiser Beer • Nadinola • United Fruit
Italian Swiss Colony Wine • SSS Tonic • 666
Rem • Tastykake • Krey • Sulfur 8
Snow's Clam Chowder • Tetley Tea
Washington Flour • Camels • Artra
Beechnut Baby Food • Booth's Beverages
Boscul Coffee • Lipton
Carnation Milk • Coca-Cola
Blue Cross • Bell Telephone
Strawbridge & Clothier
John Wanamaker



SPONSOR NEGRO ISSUE • 20 SEPTEMBER 1958

Pennsylvania Saving Fund Society

John E. Pearson & Co.

#### NEGRO AUDIENCE BASICS

#### Negro tv saturation in south is less than among whites

Percent and number of tv households in 12 states

1	NEC	GRO	WI	HTE	TO	TAL
State	%	number (000)	%	number (000)	%	number (000)
ALABAMA	44.9	315	58.9	817	54.2	1,132
ARKANSAS	35.5	107	45.9	433	43.4	540
FLORIDA	52.0	225	64.7	1,391	62.6	1,616
GEORGIA	51.7	393	69.0	1,213	63.8	1,606
LOUISIANA	51.2	322	66.0	930	61.4	1,252
MISSISSIPPI	28.4	199	38.8	282	33.7	481
NORTH CAROLINA	51.5	385	64.7	1,432	61.4	1,817
OKLAHOMA	58.5	57	71.9	1,057	71.0	1,114
SOUTH CAROLINA	47.1	275	64.4	607	57.8	882
TENNESSEE	53.9	205	65.6	1,351	63.8	1,556
TEXAS	56.8	394	68.9	3,765	67.5	4,159
VIRGINIA	54.2	284	69.3	1,411	66.2	1,695
TOTAL	48.3	3,161	65.1	14,689	61.3	17,850

#### Twicelas many southern Negroes tune radio as tv during average day

Negro adults	with tv
Males	1,532,000
Females	1,629,000

All dain on this page are based on a Sindlinger & Co. study taken from August 1955 through July 1956. An updated survey will be released by the firm this Jull. The figures in the bottom charts are based on the same 12 states as the top chart. At the right the asterisk indicates that tw per capita tuning in based on tw homes only

	RA	DIO	Т	'V
	Negro	White	Negro	White
Percent of population over 12 who tune at some time during day	60.3	51.9	32.4	43.1
Total time spent with air media during average week (million hours)	64.6	179.7	40.6	181.5
Per capita time spent with air media daily (hours)*	2:20	2:12	2:44	2:39

# Negro listening remains remarkably steady throughout the day

			Percent	Negro hor	nes using	Percent Negro homes using daytime radio by hours	idio by he	enre					
		MANUFACTING THE STATE					III or III or III or III	CONTRACTOR STATES	a tiller bellin	Mrs. offige mad	Wildson British		뛜
CITIES	6am-7am	7am-8am	8am-9am	9am-10am	10am-11am	6am-7am 7am-8am 8am-9am 9am-10am 10am-11am 11am-12n 12n-1pm 1pm-2pm 2pm-3pm 3pm-4pm 4pm-5pm 5pm-6pm	12n-1pm	lpm-2pm	2pm-3pm	3pm-4pm	4pm-5pm	5рт-брт	mman,
Atlanta, Ga. NovDec., 1957	13.0	29.4	33.7	30.6	28.9	26.0	26.2	26.1	26.6	27.9	28.1	26.4	
Baltimore, Md., 1957 Mar., Apr., May, 1957	13.4	25.7	29.0	27.0	27.3	27.0	26.8	26.5	26.1	26.9	28.2	27.9	
Birmingham, Ala. March, 1958		29.5	30.8	28.4	27.4	26.5	26.5	26.3	26.5	28.0	27.4	27.7	
Charlotte, N. C. Feb. March, 1958	14.7	28.8	30.8	29.9	29.3	27.7	24.9	24.6	28.5	27.8	27.4	25.3	
Chattanooga, Tenn.  April, 1957	15.0	26.4	28.2	27.4	23.8	23.7	23.2	26.2	24.0	25.4	25.7	25.8	emnami
Chicago, III. May, 1958	19.1			34.2(1)	31.5	29.9	30.0		32.6	28.6	29.0	29.5	oo a
Cincinnati, O.	12.7	26.7	29.8	27.5	27.7	26.6	25.6	25.9	26.0	26.7	27.6	27.0	940000

30.0(3)

30.3 23.8 27.3 23.5 28.8 29.4

29.0 23.9

29.2

31.8 23.8

23.1

24.6 28.8 23.6 29.8 27.3 26.6 29.6 26.5 26.4 31.0

30.4

29.9 23.5

28.3

28.3

27.7

26.7

25.3 29.4

27.8

28.2

27.4 29.0 29.7 23.8 29.4 25.3 27.4 29.4 26.5 26.5 26.8 26.4 28.2

27.6

26.2

26.0

26.4

28.2 25.2 30.8 23.5 30.8 24.6 30.2 29.2 26.9 31.0 28.7 28.8

27.4 26.7 32.2 25.7 31.1 27.0 29.5 28.7 28.9 32.3 30.0 29.8

28.0

28.6 32.3 24.4 31.1 28.6 29.7 33.4

25.8 27.9 22.7 26.9 28.2 24.0 32.1 25.4 31.5 28.3 25.6

13.5 15.5

Detroit, Mich. December, 1957 Columbus, Ga. April, 1957

Houston, Tex. Oct.-Nev., 1957 Louisville, Ky. June, 1958

22.8 27.7 23.5

28.2

27.1 27.1

28.3

29.4

9.01

15.2

Philadelphia, Pa. April, 1958 New Orleans, La. June, 1958 Nashville, Tenn. June, 1958

Richmond, Va. December, 1957

14.1 19.9

Miami, Fla. June, 1958

29.1

29.2 26.7 26.8

29.0

26.1

26.3 25.8

26.3

29.1

25.7

26.3 26.2 27.3

28.6 25.7 30.7 26.5

30.5

33.5

14.8 15.7 14.5

San Francisco, Calif. March, 1958

33.2

28.9

Tampa-St. Petersburg, Fla. June, 1958

St. Louis, Mo. February, 1958

Vew York, N. Y. (3) April, 1958

14.7

27.3

32.5

31.9(4)

56.9 27.6

27.0 59.9

28.1

50URCE: Pulse, in-home and out-of-home, Monday through Friday; average quarter hour during each hour (1) 9:30-10:00 a.m.; (2) 5:00-5:30 p.m.; (3) WWRL only (4) 10:30-11:00 a.m.

## NEGRO STATION PROFILE

																							ı	
State and City	Call	Regional Network	Power	- Freq.	N P III	Group- owned	Air s	Yrs. of Negro Program	Hrs.	Hours Negro Program	Change in Negro Program Hrs.	J. J.	Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z Z	Seligious S	swoigiles swoigiles	5	Sements Service Service	ther	Negro Adv.	Source of Business	Merch.	Ch. Pop.	Avg. Negro Family Income	For Employ on Farms on (*)
ALABAMA												-	-	-	-					1	-	-	-	-
Auburn	WAUD	Key Market Network	250w	1230	z		=	02	125	20	2										>	25	\$2.000	35
Birmingham	WEDR	Bob Dore; Dora-Clayton; KBS	1kw	1220	-	Edwin H. Estes Enterprises	٥	6	87	87	2	25	25	25	12.5		12.5		100	50 20	30 Y	~		
	WENN	John E. Pearson	250w	1450	-	John McLondon Assoc.	00	00	112	100	S	40	9	21 0			2		100	25 5	70 Y		3,999	5 66
	WJLD	Forjoe	250w	1400	-		16	14	132	100	S	48 13	10	-	4	-	20		100	20 5	75 Y	245		
Decatur	WMSL	Jack Maslas; Clark Brown (South); KBS	250w	1400	z	Tennessee Valley Radio & TV Corp.	23	10	126	9	-	۰	,				¢.		5	20 20	N 09	25		20
	WHOS	Thomas F. Clark	1kw	800	-		10	5	3	.5	S	100°							-	25 25				
Dothan	WOOF	Thomas F. Clark: KBS		260	-		=	Ξ	84	8.5	S	20	49	49.5			5:		2	5 25	70 Y	300	l	
Florence	WOWL	WOWL Rambeau, Vance & Hopple	250w	- 1	1240 N	Radio Muscle-Shoals	8	00	131 1/2	5.2	S	٥	۰						15	1	<b>X</b>			25
Greenville	WGYV	Sears & Ayer; KBS	lkw	1380	-		10	10	06	5	s	۰							I			75		000.1
Montgomery	WRM.A	WRM.A Everett-McKinney	1kw	950	-	AND AND ADDRESS OF TAXABLE AND ADDRESS OF TAX	9	9	100	100	S	35	35	2	5		20		95	30 20	50 Y	245		
Marion	WJAM	Keller	5kw	1310	-	-	7	7	D	15	5 10	100							40		z	169		
Sylacauga	WMLS		1kw	1290	-	TO STATE OF THE PERSON NAMED OF THE PERSON NAM	10	10	94	6.5	S	7.									ľ			
Tuscaloosa	WRBS		500w	790	-		-	-	94	100	S	25	40				35	-	100	5 10	85 Y	225		
ARKANSAS																								
Arkadelphia	KVRC	Hil F. Best Co.; KBS	250w	1240	-	STATES WITH MY STATES	=	=	118	20	5	10	101	5			15		20	25 25	Y 05	36	:	25
Helena	KFFA	Hil F. Best; KBS	1kw	1360	z	1	17		125	25	S	50 10		2		5	10	5	1	20	70 Y	72	1,980	30 40
Hot Springs	KBLO	Rambeau, Vance & Hopple		1470	z		9		86	-	s	8					0		2	0	100 N		2,800	00
Little Rock	KOKY	John E. Pearson		1440	-	McLendon Ebony	2	2	۵	100	S	28	37	e .			2	1	100	38 11	Y 15	_	3,700	00 22
Magnolia	KUMA	John E. Pearson	lkw	630	z	Magnolia Bostg	10	10	a	7	s	0						,	2		Y	50		
CALIFORNIA																								
Burbank	KBLA	Grant Webb	250w		-		٥	9	162	45	5	06		10										
Los Angeles	KGFJ		250w	1230	-		32		163	100	-	65	12	1	1,5		2	3.5	20	17.5 12.5	70 Y	200		
	KPOP	Broadcast Times Sales; Dora-Clayton	Skw	1020	-		30	01	105	25	_	85	01	2					25	20	50 Y	350	4.000	0
Oakland	KWBR	East: Walker-Rawalt West: Harlan G. Oakes	Jk.	1310	-		37	25	156	999	S										>			
Pasadena	KALI	Richard O'Connell	5kw	1	-	Tele-Broadcasting	=		160	58	-			0					20	0 70	30 Y	450		
San Diego	XERB	KBS: San Diego: Harold S. Schwartz & Assoc., Inc.: Los Angeles: Gates Reps	50kw	1090	-	Inter-Americana de Radio, S.A.																		
San Francisco		N. Y. & Chicago: Stars Na- tional; Atlanta, Dallas, Los Angeles: J. E. Pearson	250w	1450	-		36	2	140	100	o o	73.6	26	26.4					001	50 35	7 ×		6.180	94. 01
San Rafael	KTIM	Hil F. Best	1kw	1510	-		=	10	96	10	S		100								N 001	30		
DELAWARE				1																				
Wilmington	WILM	The Bolling Co.	250w	1450	z		35	00	162	10	S	70	10	01			10		10	5 20	75 Y	80		
FLORIDA																								
Deland	WJBS	Donald Cooke	250w	1490	-	Stetson University	02	-	119	-	۵	۰									z		1	
Fort Pierce	WIRA	Thomas F. Clark, Inc.	250w	250w 1400	z	-	12	m	8.5	7	2			1	1		***	1	-		Y	10	2,500	75 00
(a) (N)etwork. (I)ndep year. (f) % of total bi	pendent. (b)	<ol> <li>(N) etwork. (Undependent. (b) No. of yrs. station has presented Notro-appeal programing.</li> <li>(c) of total business from Notro-appeal attentions. (g) % of Negro-directed husiness.</li> </ol>	ed Negro	appeal	program	sing. (e) D: daytime only. (d) % weekly hrs. devoted to Nogro a tines from (N) atlental, (R) egional. (L) ocal advertisers. (h) (N) es:	nly. (d)	Se weekt	y hrs. de	(d) % weekly hrs. devoted to Negro appeal programling, glomal. (L) ocal advertisers. (h) (N) oc.: stations provide in	ogro appe V) es: stal	ppeal programing	ming.	(e) Indic	Indicates whether inx.	ner firs, o	Negro I	rograming xtra charp	: hac (I); re; (N)0;	<ol> <li>(e) Indicates whether ins. of Negro programing has (Unereased. (D) severased or renzation (8) ame slave it merchandising support to ellents at no extra charge; (N)o: don't provide such support. (1) Station estimate</li> </ol>	beereased fe such s	or remain	ed (S) am	e since fi
stations, this list com-	arket, in thou aprises those	defined in the first in the contained of water carrier by the present in market, (2) of News water embed on from it market, 'Sation this or supply percentage of breakton the posture in enterior is market. In cost order of News water believes the contained of News water and the contained and the supply percentage of News water and the Sation and enterior in the Sation and Sation	SOR's qu	ramily b	Segro in alre. se	ncome in market. (k) 4, at 10 750-o.id outlets it	sted in	PONSOR	s 1957 B	ayers Gul	in marke. Ie and oth	t. "Stath	on did	not supp.	ly percents	ge of bre	ikdown bi	it program	is In cate	gorles so m	arked. †	A cross se	o non	Negro rad

The same of																				I	ı			
State and City	Call	Regional Network	Power	Freq.	Net.	Group- owned	Yrs.	Yrs. of Negro Program	Hrs. Wk. Air	96 Hours Negro Program	Change in Negro Program. Hrs.	.1.0	DisuM 19410	Religious Pro	Homemaker Branch	Homemaker Break down Variety	E smend Service	Other	Negro Adv.	Source of Business (R)	Merch.		Avg. Negro Family Income	Employ of Employ
Jacksonville	WOBS	Gill-Perna, Inc.	5kw	1360	-		10	2.5	86	100	s	99		20 2	20			1	100	10 10	80 Y		\$4.200	
THE	WRHC	Joe Wootton & Associates	250w	1400	_		8.5	8.5	133	45	S								20	-	ı	125	L	
Miami	WFEC	N.Y.C.: Bob Dore & Assoc. Atlanta: J. S. Ayers Co.	250w	1220	-	Florida East Coast Bestg Co., Inc.	2	۰	۵	100	~	٥							92	13 25				
Miami Beach	WMBM		lkw	800	Ε	Rounsaville Radio	=	5.6	16	100	2	96			2			00	100	2	× 06		3 650	,
Pensacola	WBOP	Forjoe & Co. (Southeastern only)	200w	980	-	Tri-Cities Broad- casting Co.	2.5	.33	101.5	901	-	45	2	20	m 80		آ ا	10 4	98.2	5 10	× ×	5		9
Sanford	WTRR	KBS	250w	1400	-		11.5	11.5	118	15	-		ı	Ι.					20	2	2 S			77
Tampa	WTMP	National: Gill-Perna Southeast: Dora-Clayton	Skw	1150	-	Rounsaville Radio	4	4	93.5	100	s	69		20	2				95	11 12	1	-		
GEORGIA																								
Americus	WDEC	Indic Sales; Dora-Clayton; KBS	lkw	1290	-		12	12	98	10	~	9		45	91				2	10 01	75	2		9
Atlanta	WAOK	Forjoe & Co., Inc.	5kw	1380	-	WAOK Bestg Co.	1 1	4	191	100	S	9			5 5				100	2	70 7	260		
Augusta	WAUG	Rambeau, Vance & Hopple, Inc.; Clarke Brown Co., Inc.	1kw	1050	-	Garden City Broad- casting Co.	9	5	8	20	_ ~	35	20	35			٦	01	92	20	, 0Z		1 250	8
Baxley	WHAB	KBS	5kw	1260	-	Tri-City Bestg	4	3		7	-			0		i			2				2.400	1
Columbus	WCLS	Walker-Rawalt Co., Inc.; Dora-Clayton	15w	1580	-		4	2.5	95	100		*							100	15 15	70			
Dawson	WDWD	Indie Sales, Inc.	1kw	066	-	Dawson Bestg Co.	10	10		70	s	70		30					70	2	L	215		
Fitzgerald	WBHB	Dora-Clayton; KBS	250w	1240	z	Ben Hill Bestg	10	10	Ε	0	-	75			10			2	59				2.160	0 75
Fort Valley	WFPM	Indie Sales; KBS	1kw	1150	-	Beach Belt Bostg	7		84	25	-	84		12	4				10	25 25	N 05			l
Gainesville	WDOW	Stations; S.E. Key Market	250w	1240	-		9.5	10	126	e	S	٥								01	06	4		,
Griffin	WHE	Dixieland Stations	lkw		-		5	5	26	15	S	10			2	V.	-	-	15		>	80	2.000	30
Hawkinsville	WCEH	Harry Cannon; KBS	Skw	610	-	* ***	9	9	16	10	S	0	0	٥				-	3		z	m		
LaGrange	WLAG	Stations; KBS; Mutual	250w	1240	z		11	11	126	5	s	65		25	2	-			9	55 22	28 Y	33	2:000	35
	WTRP	Joseph Hershey; McGillvra, Inc.; Dora-Clayton; South- eastern Key Market	1kw	620	-	Chattahoochee Broadcasting Co.	۰	۰	8	2	·	65			50				00	2	, O9	-		
Macon	WIBB	Walker-Rawalt Co.; Dora- Clayton	1kw	1280	-		91	20	8	8	-	¥			, ,								2	
Madison	WYTH	KBS	1kw	1250	-		-	7	9	2	-   -			П	-			ı			>	60 %		
Valdosta	WGOV	Stars National, Inc.; Dora- Clayton	Skw	950	z		18	~	130	=	-	y	=	35					1	1 2				
Waycross	WACL	Thomas F. Clark Co.	5kw	570	-		-	1	132	9.09		8 2								1	1	120	1.900	2
ILLINOIS																								
Chicago	WSBC	Devney, Inc.	250w		-		33	30	26	33.3	-	55		30	2			5	30	01 09	30 ₹			
	WAAF	Forjoe	1kw	- 1	-	***************************************	36	۰		19	s					****				95	5	800	4,000	0
	Wee		, k		-	Rollins Bestg, Inc.	2.5	2.5	87	100	S	70		14	8	1		8	100	1	Υ	1,000		
	WOPA	Store Mational	2KW		- -		ž.	E .	131	09	-	9		7	2	4	2	28	65	- 1		850		
INDIANA			WUC2	2	-	WOPA, Inc.		۰	165.5	9	-	ō		*		Ī			8	15	85 Y			1
Gary	WGRY		500w	1370	-		00		12	28		80		2				-						
1.	WWCA	John E. Pearson Co.	1kw	1kw 1270	-		10	10	108	16	s	100			1				15	35 30	35 Y	35	2,960	
Hammond	WJOB	Rambeau, Vance & Hopple	250w	1230	-	***************************************	8	20	142	20	-	0						100	3			150		
Mish	A GEE	Rollins Broadcasting, Inc.	5kw	1590	-	-	1.6	9.1	84	40	s	83		10	10			1		15 4	81 Y	87	3,699	6
LaPorte	WIMS	WIMS William G. Rambeau	1kw	1kw 1420	-	Northern Indiana Broadcasters, Inc.	Ξ	Ξ	4		s			6						8	20 Y			
(a) (N)ctwork, (Dudep year, (f) % of total hi	pendent. (b)	No. of yrs. station has presented	Negro-	appeal g	programi	ng. (c) D: daytine c	nly. (d.	S neek	thy hrs. d	eroted to	Negro ap.	peal proj	graming.	(e) In	dicates who	ther his.	of Negre	program	ing has	(I) nereased. (I	) ecreased	or remain	od (S) ame	since 1
Negro population in ma	arket, in thou	Were specialise in market, in inconstance of a few and the forest fulfill News breast and the few and	verage f	ro-direc	ted buss legro inc	ness from (N)ational, ome in market. (t)	(R)egio	nal, (L) o gro worke	cal advert	dsers. (h) ed on farn	(Y)es: a	ket. "S	at, on di	merchand,	ising suppo-	rt to clie	nts at no eakdoun	extra ch	ams in c	no extra charge; (N)o: don't provide such support. (i) Station estimation but programs in categories so marked.	ide such s arked.	pport. (3	(i) Station estimate	estimate

Net.		_	Hrs.	Hours		and	sic	0	Program	Breakdown	ou) u	) () =	_		_	ı			_	_
	Group- owned on Air	Negram Program				Program Hrs.	Other Mus	Religious	News	Homemaker	Variety	Public Servic	Other	Negro Adv.	Source of Busine (g)	Source of Business (g)	Merch.	Pop. (000)	Avg. Negro Family Income	Employ on Farms
z	-	10.5	10.5 130		3.25 S	•			5							100	>	13	\$3,000	
		4 4	16		s 9	90		9		2		1	2	9		6 94	>	35	2.000	40
1 Rounsaville	Radio	10 7		D 100	S	19	14	10	2			2	2	100		10 82	>	160	3.000	
		2 ,	2 108	8 20	S	75	25							10	9	10	>	2	1.800	5
			2		S	20	5	2	25			15			- 1	- 1	>	36		
I The OK G	Group	00	5.8 7	Ĭ	Ì		~	30	00	_		7	~	8	9	5 85	>	172	5.800	- 1
z .		1				0						1.		22.2	1	1	-	22	7,000	40
_ 2		2 0	021		35.3				1.					200		1	>		2,000	1
2 2			1			۰	0							2				20	1,500	
1 The OK Groun		1				06		5	~					9	30	10 60	>	283	3,600	
1		1		-	S			20	~	_				100			>	316		1
		=	-		2	8		10					j	5	5	2 30	>			-
		=																		
United Br							5	5	ın			m	1	100	02	82	>	330	3,400	01
1360 Broa	1	١,						4	2	91	1	20		100			-			
			ŀ					2	٠			ı		10	9	40	>	335	4.100	
-		1				25		25	25	2		10	0	82			z	400	3.000	
l Booth Boster	g Co.		- 4		_	8		6	9	2	1	1	)	20	30	20	٠	610	4.400	
N AB-PT						۰			ı					ı			z	009		
N Booth Best		H			1 2	70		70	2			2	1	15	35 3	- 1	>	55	7.800	2
l Methodist		-						8			1	9	4	~		90	z			
						۰		٠					- 1	95	40	20	>	009	5.900	7
N Booth Bcstg	Ç9.					0												1	1	1
		ı																		
								8	2	1/2		7;	2	20	2	80	>	09	1.000	23
	t 🗆						10	10	15	2	I	2	10	15	2	5 75	>	40		3.8
l Aaron B. I						0	0						į	20		100	z	5		9
Mid-Ameri								45				1	-	40			>	200		09
						75		15	2	1	- 1	2	1	8	2	2 80	>			9
z		10		4	_	-	1	1	1					10			z	15	2.500	20
raming. (e) D:	daytime only.	% (P)	weekly 1	irs. derote	d to Negr	appeal r	rogramir	(e) .2	Indicates	whether	hrs. of	Negro p	ograming	has (I	nereased.	(D) serv	ased or	remained	(S) ame	since las
business from (1	N) ational, (IK	egional,	(L)ocai	udvertisers nationed or	farms in	s: station market.	Station	did not	supply p	upport to	of break	down bu	program	s in cat	gories sc	marked	Ich supp	Tr. tre	(300000)	The same
1   1   N   M   d   d   d   d   d   d   d   d   d	Co., Inc., I	The Co. Rec. 1186 Beath Berg Co. Rec. 1186 Beath Berg Co. Rec. 1186 Beath Berg Co. Resett Charles Co. Resett Beath Charles Co. Resett Berg Co. 1186 Beath Revent 1 (245 Such Network 1) (245 Such Netw	Cc.   Rec.   11   9   1   1   1   1   1   1   1	C.   C.   C.	Benderstreet   1   9   5   D   10	Parameter   11   12   12   12   13   14   15   15   15   15   15   15   15	Revolution   1	Co. Billion         11         15         D         100         S         65         5           Incustoshing         3.5         3.5         D         100         S         40           Incustoshing         1.7         1.7         1.6         1.7         5         40           Incustoshing         1.5         1.7         1.6         80         1.7         5         2.5           Incustoshing         1.1         1.4         2.5         1.         1.0         1.         1.0         1.         1.0         1.0         1.0         1.0         1.         1.0         1.         1.0	Parameter   1   9.5   0   100   5   65   5   15     Parameter   1   9.5   0   100   5   65   5   15     Parameter   1   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   5   5   5   5   5     Parameter   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   5   5   5   5     Parameter   1   1   1   1   5   5   5   5     Parameter   2   1   1   1   1   5   5   5     Parameter   3   1   1   1   5   5   5   5     Parameter   4   1   1   1   1   5   5   5     Parameter   5   5   5   5   5     Parameter   5   5   5   5     Parameter   5   5   5     Parameter	Bearlectries   1   95   D   100   S   65   S   15   5     Bearlectries   1   95   D   100   S   65   S   15   5     Bearlectries   1   15   15   S   10   S   40   14   10     115   175   160   10   S   25   25     115   175   160   10   S   25   25     116   175   160   10   S   25   25     116   175   175   175   175   175   175   175     116   175   175   175   175   175   175   175     116   175   175   175   175   175   175   175     116   175   175   175   175   175   175     116   175   175   175   175   175     116   175   175   175   175   175     117   175   175   175   175     118   118   175   175   175     118   118   175   175   175     119   175   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175   175     119   175   175     119   175   175   175     119   175   175     119   175   175     119   175   175     119   175     110   175     110   175     110   175     110   175     110   175	Excellent   1   95   0   100   5   65   5   15   5   1	Figure   F	Parameter   1   95   D   100   S   65   S   15   S   7   S     Parameter   1   95   D   100   S   60   S   15   S   7   S     Parameter   1   1   15   16   N   S   S   S   S   S   S   S   S   S	Figure   F	Figure   F	Co. Fine:         11         9.5         D         100         10	Conference   1   9   5   D   100   S   65   5   15   5   7   3   100   10   5   85   10     December   1   9   1   10   10   10   10   10	Co. Billion Michael         11         9.5         D 100         5         5         15         5         7         3         100         10         5         8         Y           Residenticing         3         3         4         14         10         16         20         10         5         8         7         3         100         10         5         8         7         10         60         60         9         6         7         10         6         60         9         6         7         10         8         7         7         10         60         9         6         5         10         8         10         9	Figure   F	11   95   D   100   S   65   S   15   S   T   3   100   10   S   65   T     13   13   160   17   S   T   T     14   17   15   T   T     15   17   180   17   S   T     16   17   17   180   T   T     17   17   180   17   S   T     18   18   19   19   19   19   19   19

																	ı				ı	۱		1	-
State and City	Call	, Regional Network	Power	Freq.	Net.	Group- owned	Yrs.	Yrs. of Negro Program	WK. H	Program Pre	Change in Negro Program Hrs.	D. J. Other Music	Religious S	Program	Homemaker g	Variety emend	Service Service	Other	Segro	z		Merch.	(300).	Avg. Negro Family Income	Employ.
Houston	WCPC	KBS	5kw	1320	-		e	3		15	1 75		15	8	***************************************		2	-	œ	-	10 90	>	300		
Jackson	WOKJ	John E. Pearson	5kw	1590	-		4	4	90 10	100	\$ 55		35	2		-	. 5	******	100	26 1	10 64	>	"	\$2,606	-
Meridian		Forioe	Skw	1390	-		-	-	91 9		e S			٠	٠		-		100	20 1	15 65	٨	350	3,849	36.9
Oxford			1kw	1420	-		4		100	10	S				-				5	10 3	30 60	z		1,200	75
Philadelphia			250w	1490	_		01	10	118	2	s 50		20										5		45
Picayune	WRJW	McGillvra; KBS	Skw	1320	:	Tung Broadcasting	6	9	۵	-	_		75	25								٨			5
Starkville		KBS		1230	-		2	10		10	° S	٠	0					ı	40	10	06	٨	200	3,000	50
West Point	WROB	Everett-McKinney; C. K. Beaver & Associates; KBS; Mid-South Network		1450	z		2	01		20	05		30			01		10	5	30	30 40	>		2,700	50
MISSOURI																									
Kansas City	KPRS	John E. Pearson	1kw	1590	_		9			100	\$ 84		2	2	-			1	100	2	- 1		128		
St. Louis	KATZ	Rollins Broadcasting, Inc.	Skw	1600	l Rollins	ns Bestg, Inc.	3.5		124 10		2 58		32	7	2				8 4	8	5 65	>		2,500	1
		Star National	Jk	1320	-		=	2 02	-				9	2			4	1	100	15	10 75	. _	328		
NEW JERSEY											П			П						1 1	1 1		П		
Newark	WHBI	* *************************************	2.5kw	1280	-	May Bostg Co.	36	56	24 9	95		-	100		-		-	-	95	5	- 95	z	1,025	3,500	1
	N N	Rollins Broadcasting, N. Y.,	Skw	1430	-	Rollins Bester, Inc.	10			100	05		20	02	1		20		100	20 2	20 60	۲ ا	1,500		
NEW MEXICO								П	П												1 1				
Hobbs	KWEW	The Branham Co.: MBS: KBS: Southwest Network	1kw	1480	z		20	1 01	118	10	S 75		25						2		100		5		
NEW YORK																									
	/O/A	John E. Pearson	5kw		-	WOV Bestg Corp.	- I	1	1	20	20	\$	1	٥		1			1	-1	- 1	1		- 1	-29
	WLIB	Forjoe & Co.	1kw	1180	-		+			87	40	1	8	7	7	=		1	8	-11		П	1	3.250	1
	WWRL	The supplication	5kw	1600	-		32	17	163	33	1 48	\$	-	7	4	1			20	75 1	10 15	×	1,462		
NORTH																									
Burlington	WBBB	Thos. F. Clark Co.; KBS	5kw	920	z		17	9	8.88	11.6	S 86	14						4	2		100	Į.			
Charlotte	WGIV	Forjoe, Inc.	lkw	1600	I Tv (	Charlotte Radio & Tv Corp.	=	п	84 (	09	S 74	2	10	9	2				09	40	6 54	>	213	3.729	2
Dunn	WCKB		1kw	780	I Broa	Central Carolina Broadcasting, Inc.	12	12	84	10	1 40		40	20				1	- 1	33.3	33.3 33.3	- 1	20		55
Durham	WSRC	Rambeau, Vance, Hopple, Inc.: Dora-Clayton (S.E.)	lkw	1410	-	Carolina Radio, Inc.	4	4	97 10	001	S 52	14	Ξ	2	5;		15	2.5	100	35 1	15 50	>		Milman	1
Fayetteville	WFAI	Thomas, F. Clark Co. Inc.	250w	1230	z		10	5 1			S 60		01	15			10	5	12	2	2 90	٨	50	2.000	35
Goldsboro	WFMC Keyston	Keyston	1kw	730	_		7	7	ı		S 60	10					-	2	20	5	7 88	>	210		50
Henderson	WHUH	WHUH Jack Masta	250w	1450	-	Tobacco Radio Net	9			2	\$ 82		20					1	2		100	z	15		75
High Point	WHPE	KBS	lkw	1070	-		12	9	84	10	1 90	2	2		1			1	10			>			1
-	WMFR	Burn-Smith Co., Inc.	250w	1230	N WMF	Radio Station WMFR, Inc.	23	6 1	127.5	-	۰		٠		Į.		- 1	- 1	-		- 1	z	1		
Kinston	WELS	Bogner & Martin; Carolina Farm Service: Tobbaco Net	lkw	1010	-		00	7	_	15	S 85		15						5	30	70	z			
	WFTC	Hil F. Best	5kw	096	N Town	Town & Country Network	21	1 12	114 2	22	S 90							01	20	13 1	17 70	<b>&gt;</b>	4	1,400	65
Laurinburg	WEWD	WEWD Dora-Clayton (S.E.); KBS	1kw	1080	-		=	=	84		S 40		9	10		10	1	-	15	40 4	40 20	Y	22		50
Leaksville	WLOE	Doug. L. Creedelock: KBS	250w	1490	z		12	12 1	117.5 2	20	· S	ŏ	0	1	٠		ľ	-	3		100	Y	18	2,600	20
New Bern		J. E. Pearson: Tobacco Net	250w	1450	z		16	16 1	113.5	5.5	S 60		40						100			٨	10		
Raleigh	WRAL	H-R Rep.; Tobbaco Net	250w	1240	-	-	20	10 1	117	5	5 33	33.3 10		25			33	33.3	5	10 1	10 80	<b>*</b>	47	3,900	20
cal (Nietwork, (I) ndep year (I) % of total by Never condition for me	(I) ndependent. (b) N total business from N	(b) No. of yrs, station has presented in Negro-appeal advertisers. (g) % homeoned.	of Negro	Sro-appeal programing Negro-directed busine	od Negro-appeal programing.	c) D: daytime only, rom (N)ational, (R)	nly. (d) % (R)egional,	% weekly hrs. al, (L) ocal adve	advertisers,	d to N (h)	egro appeal programing. (e) Indicates whether X) es: stations provide merchandising support in modes "Section (it) not support recognises.	appeal programing. stations provide n	de merc	(e) Indicates rehandising a	. (e) Indicates wheth merchandising support	700	f Negro	<ol> <li>of Negro programing has (I)nercased. (D)eer lents at no extra charge; (N)o; don't provide st breakdown but programs in catagorales to marked</li> </ol>	ng has (Income to the contract of the contract	(N) o: don't provide	. (D) sereased provide such s morked	addn addn		ifned (S) ame since I	to last ate of
The same and the same and the same and		(j) Station estimate of	Vernier	miny 1988	ELO THEORIES .	Il Harnest the co	Or 2100.	TO MONTHS	elliprogen .	or quitter III	Harney.	ATTENDANCE.	. nin 12	of Suppose	persone	5	Warmer	areas an	213 111 511	Charte and	Illumina.				

																								-		-
State and City	Call	Regional Network	Power	Freq.	Ind.	Group- owned	Ain Si	Yrs. of Negro	A A N K	Hours Negro Program	Change in Negro Program Hrs.	-1.0	Other Music	Religious Swall		Homemaker	Drama 6	Public Service	19410	Negro Adv.	Source of Business	Merch.	Negro (000)	Avg. Negro Family Income		Employ.
Southorn Pines	WFFR	Hal Homan Co. KRS	1kw	066	z		=	0	84	20	-	15		2						10		z	35	\$1,000		0
Tyron		KBS	250w	1580	-	Polk County Bestrs	4	-	13	42	-		100					1		10		۲ 001	2	2.000	-1	0
Wilson	WGTM	(N.); Clarke Brown (S.)	5kw	290	z		21	12	121	10	S	90	Ē	10						18 30	30	40 Y	360	2,000		40
	WVOT	Devney, Inc.: Carolina Farm Service Network	1kw	1420	z	1	10	01	111	6.	S	75 1	15 10	10						20	10 20	70 Y	20		7	75
Winston-Salem	WAAA	Stars National		980	-	Laury Associates		00	1	100	S	90		5 2				~		00	- 8	y 96		4.000		2
ОНІО																				- 1						1
Cincinnati	WCIN	Gill-Perna: Dora-Clayton	1kw	1480	-	Rounsaville Radio	2	2	86	100	S	80		10 5	5			2		100 15	2	7 08	135	2,600	8	1
Cleveland	WJMO	Dora-Clayton; Harlan G. Oakes; Bob Wittig-UBC	1kw	1540	-	United Bostg Co.	10	9	۵	8	S	70	-	01 01				10		- 1	- 1			-	00	2
Columbus	WVKO	Venard, Rintoul & McCon.	1kw	1580	-		7	7	84	=	S	80	2	20						15 50	20		75	4.500	00	1
Dayton	WAVI	Broadcasting Time Sales	250w	1210	-		2		06	4	-	100								7		100				I
Springfield	WIZE	H-R Representatives	250w	1340	z :	Air Trails Network	æ :	-	135	4 (	<i>ه</i> ا .				1	-				,		>	15	3.250	200	1.
OKLAHOMA	001	Weed and Co.; Mutual	- K	1560	z		=	^		7	-													П		П
Muskogee	KMUS	John E. Pearson	1kw	1380	-	-	=	80	126	18	-	80	2.	20				100				z				1
Okmulgee	KHBG	Hil F. Best; KBS	250w	1240	-		21	-	120	10	-	100								8		00	1	4	20	1
PENNSYLVANIA																										ī
Johnstown	WARD	Weed	250w	1490	z		12	12	1.5	-	S				0		1			1	- 1	>	7	4,300	0	1
McKeesport	WMCK		1kw	1360	z	Monyough Bestg Co.	=	2	-	2	۵		0			1				- 1	2					1
Philadelphia	WDAS	John E. Pearson	1kw	1480	-		32	1	1	100	1	17		12 6	5			1		100	50	40 4		010		Į.
	WHAT	Stars National, Inc.	250w	1340	-		33	-		90	~	0	7	ı	-			-		- 1	1	ı			0 0	-[
Pittsburgh	WAMO Forioe	Forioc	250w	860	-		٥	9	8	20	-	75		12 8				^		1	2	2	700	4,600	200	ı
SOUTH																										-1
Bennettsville	WBSC	Indie Sales, Inc.	10kw	1550	z	Atlantic Coast Life Insurance Co.	01	10	126	12.2	S	90	ž	10					,	15	2	N 56	125		8 009	08
Charleston	WPAL	Walker-Rawalt; Dora-Clay.	ı	730	-	Speidel Bostg Corp.	=	10		100			7 4	46				2		90 25	00	¥ 19				ı
Columbia	wcos	H-R: Central South Caro- lina Radio Network	250w	1400	-		19	10	131	25	S	100										>				1
Columbia	WOIC	Dora-Clayton: Walker- Rawalt	5kw	1470	-	Speidel-Fisher Bestg Corp.	4	4	94	92	S	78	8	5 4	-					90	16 12	72 Y	325			1
Greenville	WESC	Rambeau, Vance, Hopple; Clarke Brown (Southeast)	Skw	099	-		=	=	86	15.5	-											>	201		4	45
Greer	WEAB		250w		z	Greer Bostg Co.	10	10	٥	20	S	10 2	20 5	50 10				10		2	5 10	-1				9
Mullins	WJAY	Tobacco Network: KBS	1kw	1280			۵	7	80	12		09	4	40						2 20		z 08		۱	- [	40
Orangeburg	WTND	- 1	1kw	920	-		٥	0	84	15	-				-					52		z	9	2.000	П	8
Rock Hill	WTYC	South Eastern Key Market Net; H. J. Cannon, Atlanta	1kw	1150	-	1	6	2	84	7	S	09	30	30	1	-					10 15			1	- 1	30
Union	WBCU		1kw	1460	-		10	2	12	٥	S	09	~	30 10						33.3		N 00	12	1	1,500 3	<u>@</u>
TENNESSEE		- 1																		- 1	-	1		000		1.
Chattanooga	WMFS	- 1	1kw	1260	- 1		-	П		00	<u>م</u>			1	-	***	-	1	1		ء ء	2 2	2		П	-  ,
Clarksville	WJZW	Jack Masla & Co.: KBS	250w	1400	z		-	1	120	00	-	12		2	-	1	-		2	2	2	2		ı		
Columbia	WKRM		250w		-		12	- 1		0	1			1	-	-	-			-	,	н	1	1	2 2	1
Memphis	WDIA	John E. Pearson Co.	50kw		-	***************************************	=	9.5		001	S	48	-	36	7			1	2	٦,	2	200	1	Т	2 5	ı
Millington	WHEY	Hil F. Best Co., KBS	250w	1220	-		9	9.	98	56	-	84		+				-		30 2		200	710	7.3	2	1
year (f) % of total b	pendent, (b)	(a) Nietwek, Chadpenden, (b) No. of yr., station has presented Networpeal programing, (c) D: daytine only (d) % weekly hrs. devoted to Nietwa appeal by the control of the control (Nietwa) (Nietwa), (b) of abstracts, (b) Nietwa) where the control of the control	of Negro	ro-direct	rogramir ed busin	ig. (c) D: daytime of ess from (N)ational, eme in market (k)	(R)egion	" weeki al, (L)oci ro worker	ly hrs. de il advertis	voted to sers. (h)	devoted to Negro appeal programing. (e) Indicates whether hir, of Negro programing has (Unovisated, (D) eversared or remained (8) ame since has riferer, in (1) (You, stating powdle gaugest to beliefest at no exter either the 200 belief or the programs of the ends support. (ii) Stating estimate of several returns in market. "Stating suppir to breakdoom but programs in criteries so market.	eal progrations pr	oxide m	(e) Ind erchandis not supp	leates who day suppo	ether hra	ents at	gro prograno extra	charge:	as (I)ne (N)o: d n catego	on't provideries so ma	le such si rked.	or remair	ed (S) apr ) Station	estimat	last te of

#### NO ET'S PLEASE!

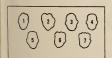


... of course we'll accept your ET's—but the way our men and women sell you're far better off sending us a fact sheet. At WHAT you are never lost in the shuffle—your commercial always gets "personalized sell" from every dynamic member of our team. Our job is to sell your product—not merely advertise it.

That is our only purpose . . . we accept the responsibility. Our potency for you in America's third largest  ${\sf negro\ market}-600,000-{\sf is}$  further enhanced by . . .

- 1. Average actual delivered cost-per-thousand listeners—less than 25c for typical ROS advertisers!

  C/P/M figures based on latest Pulse reports not projected beyond Pulse reporting area.
- 2. Comprehensive "custom-designed" in-store merchandising plans.
- 3. Total adult programming 24 hours a day. Let us go to work for you





- 1. BILL CURTIS 6 to 10 AM & 5 to 7 PM
- 2. LOUISE WILLIAMS—Gospel Train Sunday 6 AM to 12 Noon
- 3. MARK HYMAN—News Analyst 5 shows daily
- 4. "BONNIE PRINCE" Charlie Geter
- Sunday 12 Noon to 6 PM
- 5. EMORY SAUNDERS 9 PM to 1 AM
- 6. PORTIA PERRY 10 AM to 12 Noon & 8 to 9 PM
- 7. LLOYD "FATMAN" SMITH 12 Noon to 5 PM

WHAT

PHILADELPHIA 31, PENNSYLVANIA

Call STARS NATIONAL INC. New York, Plaza 8-0555 . Chicago . Dallas . Los Angeles . San Francisco

Radio 7 7 7
12
N
١
4
15
7.5
00
=
=
2
=
∞
Ξ
8.5
00
œ
2.5
- 1
=
4
_
10
7
5
0

#### **NEGRO STATION PROGRAMING\***

100% Negro-app	eal	CITY	CALL LETTERS	MICHIGA	N
,		Tampa	WTRR	CITY	CALL LETTERS
programing		Tampa	W'TMP	Inkster	W CHB
ALABAMA		GEORGIA		MISSISSIF	PI
CITY	L LETTERS	Atlanta	WAOK	Jackson	
Birmingham	WENN	Columbus .		Jackson	" WOKJ
Birmingham	WJLD			MISSOUI	21
Montgomery	WRMA	ILLINOIS	5	Kansas City	
Tuscaloosa	WRBS	Chicago	II' BEE		
				St. Louis	
ARKANSAS		KENTUCK	Υ		
Little Rock	KOKY	Louisville		NEW JERS	EY
CALIFORNIA				Newark	WNJR
Los Angeles	KGFI	LOUISIAN	A		
San Francisco		Baton Rouge	WXOK	NORTH CAR	DLINA
Jun Francisco		New Orleans	WYLD	Durham	WSRC
FLORIDA				Winston-Salem	WAAA
Miami	WFEC	MARYLAN	ID		
Miami Beach	. WMBM	Baltimore	_ WSID	оню	
Pensacola	WROP	Baltimore	WEBB	Cincinnati	W CIN

1000 WATTS

CLEAR CHANNEL

1580 KC

#### ALL COLUMBUS, GEORGIA IS PROUD OF

#### WCLS

ONE OF THE NATION'S HIGHEST RATED NEGRO STATIONS WITH AN AVERAGE PULSE WEEKLY NEGRO AUDIENCE OF AN ASTOUNDING

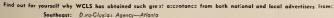


#### 51%\*

Yes, PULSE proves you'll get the audience, and you'll get exclusive all-Negro programming from the only 100% all-Negro programmed station in the area with all Negro announcers!

... and WCLS completely covers this highly valuable Columbus Negro market ... the Nation's 9th heaviest major Negro concentration with an official

35.4% NEGRO (Sponsor Publications, Sept. 1956)



National: Walker-Rawalt Campany-New York, Chicago, Baston, Los Angeles, San Francisco

° (Neg:o Pulse, 1957)



#### PENNSYLVANIA

CITY	CALL LETTERS
Philadelphia	W DAS
Philadelphia	WHAT

#### 50-99% Negro-appeal programing

SOUTH	CAROLINA	
		IFP 41

	CHIT	
WPAL	Birmingham	

awson	W D H
acon	WI

**GEORGIA** 

CALL LETTERS

WAUG

WGES

WHBI

WLIB

WOV

WGIV

WIMO

WAMO

KDOK

CALL LETTER WALL

W HO

"D

ALABAMA				
CITY	CALL LETTERS			
Birmingham	WEDE			

ILLINOIS

CITY

 $D_{\ell}$ 

Augusta

Chicago

Newarla

	MESSEE	WMFS
Chattanooga		W MFS
Memphis		WDIA
VIR	GINIA	

CALIFORNIA Oakland KWBR KALI Pasadena

MICHIGAN WILB Detroit

Richmond

FLORIDA WR AP WANT Jacksonville

WOIC

COLUMBIA

WPAL

MISSISSIPPI WACR Meridian WOIC

**NEW JERSEY** 

NEW YORK

NORTH CAROLINA

оню

LISTENER LOYALTY plus INTENSIVE COVERAGE equals

#### SALES POWER

New York New York

WORS

In the section of South Carolina with heaviest Negro population only 2 stations can claim their loyalty!

In central South Carolina where Negro population is 46.5%, WOIC programs exclusively to the 384,973 Negroes. In the coastal area where the percentage is 56.5,

WPAL broadcasts the music and features best liked by their 414,314 Negro listeners.

Proof of listener loyalty can be found in any survey of this area . . . WOIC and WPAL consistently get high ratings. For full sales power in this vast market you need the 2 Negro stations, WOIC and WPAL. Buy both get 5% discount. Cleveland PENNSYLVANIA Pittsburgh SOUTH CAROLINA

Columbia WOIC WEAB TEXAS

Less than 50%

Negro-appeal programing

ALABAMA CITY

Auburn

Decatur

Tvler

WPAL Charleston, S. C. 730 KC 1000 W

WOIC Columbia, S. C.

1470 KC 5000 W

National Representative: Walker Representation Co., Inc. Southeastern Representative: Dora-Clayton Agency

CITY	CALL LETTERS	KENTUCKY	
Decatur	WMSL	CITY	ALL LETTERS
Dothan		Hopkinsville	WK0A
Florence .		Pineville	WMLF
Greenville		LOUISIANA	
	WJAM		WIKC
Sylacauga	WMLS	Bogalusa Ferriday	
ARKANSAS			KLIC
	KFFA	Natchitoches	KNOC
Hot Springs	KBLO	New Orleans	
Magnolia	KVMA	Ruston	KRUS
augnottu		Ruston	KROS
CALIFORNIA		MARYLAND	
Burbank	KBLA	Baltimore	WITH
Los Angeles	KPOP	Bethesda	WUST
San Rajael	KTIM	MICHIGAN	
DELAWARE		Flint	WBBC
		Flint	WMRP
Wilmington	WILM	Saginaw	W SG W
FLORIDA			
Fort Pierce	WIRA	MISSISSIPPI	
acksonville		Clarksdale	WROX
anford	WTRR	Corinth	W CMA
		Greenville	WGUM
GEORGIA		Grenada	WNAG
Americus	WDEC	Hazlehurst	WMDC
Baxley		Houston	WCPC
Fitzgerald	WBHB	Oxford	WSUH
	WFPM	Philadelphia	WHOC
Gainesville		Picayune	
Griffin		Starkville	WSSO
ławkinsville		West Point	W ROB
La Grange		MISSOURI	
La Grange		St. Louis	KSTL
Madison			
aldosta		NEW MEXICO	
Vayeross	WACL	Hobbs	KWEW
ILLINOIS		NEW YORK	
Chicago		New York	WWRL
Chicago			
hicago	WSBC	NORTH CAROLINA	
		Burlington	_ WBBB
INDIANA		Dunn	
ary		Fayetteville	WFAI
Gary		Goldsboro	WFMC
lammond		Henderson	WHVH
ndianapolis	WGEE	111811 1 11111	_ WHPE
IOWA		Kinston	WELS
Des Moines	KWDM	Kinston	
		Laurinburg	WEWD

## 14 Years Negro Programming Has Meant Continuous Schedules From These Leading Advertisers: Quality Stores





(That's why national business has increased over 400% in the last three years.)

**FONE FORJOE** 

#### HUNTER HANCOCK

THE NEGRO LISTENING HABIT

## SOUTHERN CALIFORNIA

No. 1
RATING\*
FOR

6 YEARS



HE POPULAR STATION

5,000 w. LOS ANGELES

BROADCAST TIME SALES

N.Y.—Chicago—Detroit— San Francisco

DORA-CLAYTON

\* PULSE

CITY	CALL LETTERS
Leaksville .	WLOE
New Bern	WHIT
Raleigh	WRAI
Southern Pines	W EEB
Tyron	WTYA
Wilson	WGTM
Wilson	WV07
оню	
Columbus	WVK0
Dayton	WAV
Springfield	W1ZE
Toledo	. WTOL
OKLAHOMA	
Muskogee	KMUS
Okmulgee	KHBG
PENNSYLVANI	A
ohnstown	WARL
McKeesport .	WMCK
SOUTH CAROLII	VA
Columbia	W COS
Greenville	WESC
Hullins	WJAY
Orangeburg	WTND
Rock Hill	WTYC
Inion	WBCU
TENNESSEE	
Clarksville	WJZM
Columbia	WKRM
TEXAS	
, , , , ,	VVET

#### Austin KRIC Reaumon Conroe KMCO Lubbock KSEL Marshall KMHT Midland KJBC Nacogdoches KSFA Pasadena.Houston KLVLTexarkana KTFS

,	VIRGIN	NIA
Danville .		WDV/
Harrisonburg .		WSV.
Petersburg		WSSI
Roanoke		.WROV
W	SHIN	GTON

Seattle KTVV

WEST VIRGINIA

WELC

Welch

## E H

#### Hitch Your SALES

to the



own success story in these markets!!

**☼ B O P** 980 KC

(1,000 watt application pending)
PENSACOLA, FLORIDA

The only All-Negro Programmed Station Covering the Rich \$347 Million Northwest Florida Market!

Phone HEmlock 8-7543

BRUCE GRESHAM, Mgr.

\*\* R R C\* 790 KC

W R D 3 790 KG

TUSCALOOSA, ALABAMA
Phone Plaza 2-4581
JAY GILBERT, Manager
"Subject to FCC approval

#### FIRST-

Central Savannah River Area — Negro Programming—Successfully Past 6 Years.

ONLY Station — C.J.R.A. with 2 Full Time Negro Personalities.

\$398,706,000 Negro Retail Sales, 123,088 Negro Homes.

(Source—SRDS consumer service 1958 —Retma 1958 Fisk Univ. Research center 1958)

CONTACT OUR
REPRESENTATIVES FOR
COMPLETE INFORMATION



0 on 1050 9000 on 105.

Main Studios—Bon Air Hotel Augusta, Ga. Rambeau, Vance, Hopple Inc. New York City, N111 Rep. Clarke Brown Co. Inc. Atlanta, Ga., Southern Rep.

#### What product brands are preferred by Negroes?

Brand leaders in 31 different product categories as reported for Negro families in five major metropolitan areas (see text at bottom of chart)

Product	New York	Chicago	St. Louis	Norfolk	Indianapolis
Aspirin	Bayer	Bayer	Anacin/Bufferin	Bayer	Bufferin
Beer	Ballantine	Budweiser	Stag	Budweiser	Wiedemann's
Breakfast food (cold)	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes	Kellogg's Corn Flakes
Breakfast food (cooked)	Quaker hominy grits	Quaker Oats	Quaker Oats	Mother's Oats	Quaker Oats
Cigarettes—men	Camels	Pall Mall	Pall Mall	Camels	Camels/Pall Mall
Cigarettes—women	Viceroy/Winston	Viceroy	Pall Mall	Viceroy	Pall Mall
Instant coffee	Maxwell House	Maxwell House	Maxwell House	Maxwell House	Maxwell House
Coffee—regular	Maxwell House	Maxwell House	Old Judge	Maxwell House	Maxwell House
Deodorant—household	Air-Wick	Air-Wick	Air-Wick	Air-Wick	Air-Wick
Deodorant—underarm	Arrid	Arrid	Avon	Mum	Avon
Dog food—prepared	Ken-L-Ration	Rival	Strongheart	Ken-L-Ration	Rival
Hair preparations	Apex	Hair Rep	Hair Rep	Royal Crown	Vaseline
Hand lotion	Avon	Avon	Jergen's	Jergen's	Jergen's
Lipstick	Avon	Avon	Avon	Avon	Avon
Mixes—prepared cake	Pillsbury	Pillsbury	Betty Crocker	Pillsbury	Pillsbury
Orange juice—fresh frozen	Minute Maid	Snow Crop	Snow Crop	Minute Maid	Birds Eye
Peanut butter	Skippy	Skippy	Skippy	Skippy	Peter Pan
Remedies—cold relief	4-Way cold tablets	Bromo Quinine & 4-Way cold tab.	4-Way	4-Way	4-Way
Scouring cleanser	Ajax	Ajax	Ajax	Ajax	Ajax
Shampoos—liquid	Coconut Oil	Coconut Oil	Coconut Oil	Avon	Halo
Shortening	Crisco	Crisco	Crisco	Crisco	Crisco
Soap—laundry	Tide	Tide	Tide	Fab	Tide
Soap—teilet	Ivory	Ivory	Ivory	Ivory	Dove
Soft drinks**	Coca Cola	Pepsi Cola	Coca Cola	Coca Cola	Coca Cola
Tea	Lipton	Lipton	Lipton	Lipton	Lipton
Tissue—facial, cleansing	Kleenex	Kleenex	Kleenex	Kleenex	Kleenex
Tonics and proprietaries	Black Draught	Scotts' Emulsion	Black Draught	Black Draught	Father John's
Tooth paste	Colgate	Colgate	Colgate	Colgate	Colgate
Vegetables, fruits-fresh frozen	Birds Eye	Birds Eye	Birds Eye	Birds Eye	Birds Eye
Wax-liquid	Beacon	Johnson's	Johnson's	Aerowax	Johnson's
Wine  */ denotes tie between two products.	Manischewitz	Mogen David	Mogen David	Manischewitz	Mogen David

Rollins Broadcasting, Inc., Wilmington, Del., has prepared "A New Market," a booklet summarizing the buying habits of Negro consumers surveyed in the group's five major markets where it operates Negro-appeal radio stations. Rollins estimates Negroes in these areas total almost three and one-half million with an annual estimated buying power of more than \$5 billion.

Soft drinks listed according to the number of first mentions

#### WCHB

Stablished 1935a

#### Independent Negro

Bell Broadcasting Company, 32790 Henry Ruff R. Inkster, Mich. Crestwood 8-1440.	u.,
PERSONNEL	
President—Dr. Haley Bell. Vice-Pres. & Sec'y—Dr. Wendell F. Cox. General Manager—Frank M. Seymour.	
Program Director-George E. White.	
REPRESENTATIVES	
Bob Dore Associates.	
Dora-Clayton Agency (South)	

FACILITIES
1,000 w.; 1440 kc. days. Directional.
Operating schedule: 6:00 a.m. to local sunset. EST.
Transmitter: Inkster, Mich.
AGENCY COMMISSION.

AGENUT COmmission.

15% on met time omb; no cash discount. Bills payable when rendered. Talent and remote charges billed separately. Short rate billing if frequency is not earned.

GENERAL

Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

#### TIME RATES Rates effective August 10, 1958. Rates received August 4, 1958.

		1 hr.	1/2 hr.	1/4 hr.	5 min.	1 min.
1	time	200.00	120.00	80,00	40.00	20.00
		192.50	115.50	77.00	38.50	19.00
		185 00	111,00	74.00	37.00	18.00
52	times	177.50	106.50	71.00	35.50	17.00
		170.00	102.00	68.00	34.00	16.00
156	times	162.50	97.50	65.00	32.50	15.00
		155.08	93.00	62.60	31.00	14.00
312		147.50	88.50	59.00	29.50	13.00
520	times				27.00	12.00

ANNOUNCEMENT PACKAGES

7.	inimum	4-week	contract	
				Per week
5 one-minute				\$ 65.00
10 one-minute	annound	ements		110.00
15 one-minute	announc	ements		150.00
20 one-minute	announce	ements		180.00
Package annou	uncement	s are	flat weekly	rates, not
combinable wit	h other	announe	ement sehed	jules to earn

SPECIAL FEATURES
Entire schedule programmed to Nearo market.
News Service—AP and a full-time lotal Negro news department.
Time Signals and Weather Reports—rates on request.
Copy must be submitted 48 hours in advance.
Library Service—Thesauro



1000 WCHB 1440

four Detroit families is Negro, with an

aggregate annual income of \$700,000,000.00!

National Representatives

Bob Dore Associates

Dora-Clayton

#### NATIONAL ADVERTISERS

These are the leading national advertisers buying Negro appeal radio, according to questionnaires received from stations listed in the Negro station profile section of this issue.

Stations were asked to list their 10 top national advertisers in terms of dollar billing. Names are grouped alphabetically below, except that, for each letter, the advertisers are listed according to the number of times they were mentioned.

Among the top names are Budweiser, B C Headache Remedy, Carnation, Coca-Cola, Camel, Lucky Strike, Pet, Sulfur-S, Wrigleys, SSS Tonic, Sinclair Refining, Wonder Bread, Vaseline

Artus Skin Cream. 6 American Tobacco Company, 5 American Sudi, 3 American Sudi, 3 American Molasses, 2 Artid, 1 American Act Tes & Coffee, 1 Anhouser, Busch, 1
В
Bodwicker Bowr. 15  Bodwicker Bowr. 15  Black & White Distruct, 3  Black & White Distruct, 3  Black & White Distruct, 3  Borden, 2  Borden, 2  Borden, 2  Borden, 1  Borden, 2  Borden, 1  Borden, 2  Borden, 1  Borden, 2  Borden, 1  Borden, 1  Borden, 1  Borden, 1  Borden, 2  Borden, 1  Borden, 2  Borden, 1  Borden, 3  Borden, 4  Borden, 1  Borden, 4  Borden, 4  Borden, 5  Borden, 5  Borden, 6  Borden, 7
С
Carnation Milk. 20 Camel Giaprettiss. 10 Ceca-Gola. 9 Ceca-Gola. 9 Cardyl Tenit. 4 Carling Att. 4 Carling Att. 4 Checkbrough Mg. Cempany. 2 Checkbrough-Pands. 2 C v. Beer. 1 Cannada Dry Ginser Alt. 1 Cannada Dry Ginser Alt. 1 Champala. 1 Champala. 1 Champala. 1 Champala. 1
Cherrett. 1 Cherrett. 1 Chiese 7-Us Betting Company. 1 Chiese 7-Us Baking Pewder, 1 Chiese, 1 Ch
Coleman's Heaters, I Colgate-Palmoilve, I Columbia Pictures, I Continental Baking Company, I Cock Chimical Company, I

D
Dixle Peach, 3 Dads Root Beer, I D.Con.Corden, I DeKalb Chicks, I Dontal Snuff, I
E
Esso Flint,   Esso Rofining,   Ex Lax,

```
Falstaff Beer, 5
Falls City Beer, 2
Feenamint, 1
Flit, 1
 Folgers Coffee, I
Ford, i
Frigidaire, I
Full o' Pep Foed, I
Gallo Wines, 2
Goodyear Tire Company, 2
Gibson Wins, I
Gilster Flour, I
Grandma's Melasses, I
Gulfy Gasoline, I
Gunther Beer, I
Hit Parade, 2
Hom:y Bee Snuff, 4
Hot Shot, 2
Hot Shot, 2
Hamm's Beer, I
Helme, George Company, I
Hormel, George A., I
Hoyt Sullivan, I
Hunter Fans, I
Italian Swiss Colony Wine, 3
Interstate Bakeries, I
Jet Dog Food, I
Jon:s Pure Pork Sausage, I
Krey Packing Company, 2
Karls Shoos, I
Kunt Cigarettes, I
Kool-Ald, I
Kroger Company, 1
Lucky Strike Cigarettes, 10
Loug-Aid, 9
Lydia Pinkham, 4
Liggett & Myers, 2
Luzianne Coffee, 2
Lever Bros., I
Lipton Tea, I
Lucky Tiger Hair OII, I
Marwell House Coffee, 3
Manischowitz Wino, 2
Miller's High Life Beer, 2
Madera Wino, 1
Maushester Shees, 1
Morek & Company, 1
Morek & Company, 1
Mohawk Rubber, 1
Mum Deedorant, 1
Mumdo, 1
```

Nadinols, 4 Nescafe, I Newport Cigarettes, I Nerge Appliances, I

Ontel's Brewing, I

Pet Milk, 20
Pegali Cella, 7 Gengany, I
Pgali Mail, I
Palmer's Skin Success, I
Patent's Skin Success, I
Patent's Skin Success, I
Patent House Sausage Company, I
Pgali Com, I
Philito Appliances, I
Philito Appliances, I
Pinnoda, I
Pendod, I
Perice's Remodies, I
Pendod, I
Perice's Remodies, I
Prince Albert, I
Prince Albert, I
Prince Albert, I
Prince, Albert, I
Prince, Albert, I
Prince, I
Prince,

Q Quaker Gats, I

R. C. Hair Dressing. 11
Reynolds. R. J., 8
R. C. Cola. 3
Rhbingold Beer, 2
Rem. 2
Ruskin. John Olgars, 2
Resimol. 1
Robin Hodd Flour, 1
Roma Wines, 1
Roma Wines, 1
Royal Jelly, 1

S

Saffer-6, 14
SS S Tenic, 14
SS SS Tenic, 16
Slockini Refining Company, 8
Slockini Refining Company, 8
Slockini Refining Company, 9
Slockini Refining Company, 9
Slockini Refining Company, 9
Seven-10, 2
Seven-10, 2
Scaly Mattrees, 1
Scaly Mattrees, 1
Slock Saffer Refining Four 1

Т

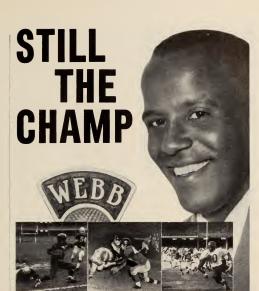
Tube Rose Snuff, II Texaco, 6 Tettey Tea, 2 Thom McAa Shoes. 2 Thunderbird Wine. I Tip Top Bread, I Tony Aid, I

United Fruit, I

Valesline Hair Tonic, 6 Viceroy. 1 Vitalis. 1

W

Wrigley's Gum, 19 Wonder Bread, 8 Winsten Cigarettes, 2 Warner Bros, Pictures, 1 Whirlpool Appliances, 1



## BUDDY YOUNG

"CARRY THE BALL" FOR YOU

See 1957 issue of Negro Pulse

BUDDY'S RACKING UP SALES FOR THESE AND OTHER STEADY WEBB SPONSORS!

- Ballantine Beer
- Good Year
- Lotta Cola
- Carling's Beer
- Sinclair
- Wrigley's

WEBB

5000 WATTS

...AND, HE CAN DO THE SAME FOR YOU!

ASK STARS-NATIONAL FOR FACTS!





#### NEGRO MARKET

(Cont'd from page 5)

number of these, the Negro is arriving at the rate of more than 1.000 per month. The figure for Chicago alone is estimated at 2,000 per month.

A Newsweek magazine survey late last year of eight northern cities (including Baltimore and Washington) put the total Negro populaton there at 3.7 million and estimated that by 1967 the figure will be 5 million. Even assuming the Negro population will continue its present rate of rise, this would mean that fully 23% of all Negroes would be found in these eight cities.

Last year's special census for New York City counted 948,000 within the city limits, more than double the 1940 figure. WOV. New York, estimates that 25% of the Negro population in the New York metropolitan area live outside New York City and the adjacent New Jersey metropolis' of Newark and Jersey City. The station puts the metro Negro population at about 1.5 million.

The Newsweek study found big increases in the other seven cities, too. During the 1940-57 period, Chicago's Negro population went up from 277 to 633 thousand, Los Angeles from 63 to 254 thousand (with an estimated 800 thousand by 1967), Philadelphia from 250 to 462 thousand, Detroit from 149 to 475 thousand, Baltimore from 165 to 280 thousand, Washington from 182 to 375 thousand and St. Louis from 108 to 225 thousand.

In moving into his new urban home, the Negro tends to congregate with his own kind for reasons that are too obvious to need spelling out. The result is that most Negroes can be found in racial pockets in the central city zone. Despite his growing wealth, the Negro has not been welcomed in the suburbs. Christian points out that of all the new homes built between 1935 and 1950 only 1% have been purchased by Negroes.

There are straws in the wind, however, indicating this is beginning to change. Speaking of a Negro area that has become almost a byword in the language. WOV says in a market presentation: "With rapidly improving economic status, Negroes are moving out of Harlem . . . (which) has shown no perceptible (population) increase in the last five years, new Negro residents from the south keeping pace with the exodus. Today the upper economic groups are found in Westchester, St. Albans (Queens) and upper Washington Heights. New housing projects have mushroomed in Hempstead, Freeport. Wyandanch and Amityville in (suburban) Nassau and Suffolk counties."

KWBR, Oakland, speaking of the San Francisco area, says, "This market differs from many in the east. Population areas extend from Vallejo to the north, to San Jose in the south, Oakland, east and San Francisco, west. It is not concentrated in one area within a city, but it numbers over thirteen areas and seven San Francisco Bay counties."

Another factor of marketing importance is the increasing educational opportunities of the Negro. The difference between the younger and older generations in educational attainments is strikingly delineated in 1952 Census Bureau figures. These showed that, while a third of Negroes 65 and over were illiterate, the figure for those in the 14-24 age group was less than 4%. A startling fact pointed out by Fortune is that there are more college-educated Negroes in the U.S. than there are Britons in the United Kingdom, And this despite the fact that there are three times as many Britons. A recent comparison of white and non-white families disclosed that, while there were no adults with some college education in 86% of non-white families, the corresponding figure for white families-72.8-was not much less.

Negro enrollment in colleges is increasing six times as fast as white and the number of Negro students in college was up from 27,000 in 1930 to nearly 200,000 last year. The Negro is joining in the general trend toward more schooling among all Americans. Between 1940 and 1957 the median years of schooling for non-whites increased two years, only slightly less than for whites.

On the other hand, there are still many Negroes who do not have the minimum amount of schooling required to take advantage of the increasing economic opportunities being of fered. One of two Negroes over 25 has had less than eight years of schooling compared to one out of five white-Only about 18% of the Negroes have completed four years of high school and less than 3% have finished four years of college.

The changing picture of Negroschooling will inevitably result in taste

for new or different kinds of products. But the important thing is that the Negro is a market for most types of products right now.

With the Negro able to afford more, the inevitable question about his credit standing has come up. There are some obvious facts right on the surface to dispel any rash generalizations that the Negro is a poor risk. Take the purchase of houses and automobiles, which involve the greatest outlays of credit. About half of all Negroes own autos (three out of four white families do) and about one out of three own their own home (about six out of 10 white families do). In some areas, home ownership is substantially higher. Negro consultant Les Bailey estimates that 45% of Negro families in the growing Los Angeles area are home owners. Furthermore, Negro home ownership is increasing at a much faster rate than whites. It has become clear, therefore, that Negro credit is no problem where the Negro has the money.

The answer to questions on Negro credit can be summed up by a statement made by William Vogt, commercial manager of WDAS. Philadelphia. following a station study of the subject. He said: "The Negro is no better and no worse a credit risk than anyone else in his income bracket."

While credit men are a reticent crew. the station managed to elicit a few onthe-record comments in surveying the field. One was from Charles Dicken, secretary of the Philadelphia Charge-A-Plate Assn. Dicken declared: "We keep no record of race, but after some vears as a credit official, I believe I can say positively that the Negro is as good a credit risk as his income allows him to be. In analyzing any credit figures, you must first divide them into income groups. Having done this, I am certain you will find that, say, in the \$6,000-ayear group the Negro is exactly as good or bad a credit risk as his white counterpart. This ratio will be maintained up and down the income ladder."

Naturally, in dealing with low income groups, credit must be advanced with care. The owner of a small furniture store servicing one of Philadelphia's Negro areas told WDAS he avoids too many delinquent accounts by scaling payments according to income.

"Instead of monthly payments of \$15," he said, "I must charge \$10 or even \$8. In some cases it is more successful to require weekly payments since in lower income brackets it is easier to spare \$1 or a \$1.50 a week than it is to put together \$8 or \$10 at the end of the month. I have no more delinquent accounts than colleagues of mine doing business in totally white areas."

As the attention to the Negro market increases, so does the demand for Negro market data. So far, the supply is far below the demand.

Joseph Wootton, a Negro station rep, explains one reason for the paucity of material. "Many research studies of a broad nature include a small Negro sample but it is too small to break out separately. Sure, there's a demand for information that covers just the Negro market but there are not enough people willing to spend the money for it."

Clarence Holte, who heads up Negro marketing at BBDO (the only white agency that has a Negro marketing department) reports that the scarcity of material is particularly obvious on the national level. "There's quite a bit of material on individual Negro martets, however," he said.

Most of the basic material used today is based on the 1950 census and some sample surveys taken by the Census Bureau since then. There's actually more data around than is being used but considerable digging is required and many agencies don't have the manpower to do the iob.

Because of the scarcity of basic data, agencies scan Negro market estimates with a wary eye. Negro station are emerging from the blue-sky era as growing business has given them the funds to do more research. Growing sophistication and the aid of agency, wise reps has also helped improve the calibre of material.

Print media have contributed to the pool of information also. These include not only Negro-appeal periodicals but those in areas with a high proportion of Negroes. WDIA, Memphis, for example, uses material from a panel study done by the Memphis Commercial Appeal-Press Scimitar. This provides data on the volume of grocery commodities purchased by both Negroes and whites and discloses what kinds of products are heavily or lightly purchased by Negroes.

The following products, according to the survey, enjoy heavy purchases by Negroes: household ammonia, re-



Speaks
the language
of 2,455,000
NEGRO
& PUERTO RICAN
New Yorkers

Buy the station that has the ear of New York's ever increasing Negro and Puerto Rican market. 41% increase in Negro population gives your client untold sales

potential.

You're on the beam with WWRL

. . . New York's NUMBER 1
NEGRO and SPANISH STATION

WWKL

DE 5-1600

#### WGES

Established in 1924

There are only 10 cities in the United States with a total population greater than the Negro population of Chicagoland.

The Negro population of Chicagoland area is now more than 850,000.

The buying power of this responsive segment is more than 3/4 billion dollars.

WGES is the only full time 5000-watt Chicago station devoting a major portion of its time to broadcasts directed to the Negro Market.

#### It takes WGES to reach the Chicagoland Negro Market!

The Negro personalities who broadcast your advertising message are experienced air salesmen.

Richard Stamz 6:00 AM to 7:00 AM 12:00 Noon to 1:00 PM Monday thru Saturday

Monday thru Saturday

Stan Ricardo
9:00 AM to 12:00 Noon
Monday thru Saturday

Norm Spaulding 2:00 PM to 3:00 PM Monday thru Saturday

Al Benson 3:00 PM to 6:00 PM Monday thru Saturday

Sam Evans 9:30 PM to 11:00 PM Monday thru Saturday

Eddie Plicque 11:00 PM to 12:00 Midnight Monday thru Saturday

Sid McCoy 12:00 Midnight to 1:00 AM Monday thru Saturday

#### WGES

5000 Watts

2708 W. Washington Blvd.

Chicago 12, Illinois

frigerated biscuits, bleaches, cooked cereals, canned tuna, all-purpose flour, lard, canned and powdered milk and cream, packaged rice, salad dressing, salt, spaghetti and macaroni, laundry bar soap, and toilet bar soap.

A widely-used study on Negro expenditures is one done by the University of Pennsylvania two years ago and based on 1950 census material. This breaks down the proportion of Negro and white income spent in 14 categories. A number of stations, such as KNOK, Dallas-Fort Worth, use these figures, in the absence of other evidence, to break down local sales among Negroes in their areas.

The U. of P. study provided an iniminating picture of the differences between Negro and white spending patterns. For the most part, differences were not great. Probably the most interesting difference, because of many misconceptions regarding the Negro, was that regarding auto expenses.

The study showed that while white families spent 12% of their after-tax income on auto expenses, Negroes spent 7%. Negroes spent a greater proportion of their income (but not a nuch greater proportion) on food, clothing, alcoholic beverages and to-bacco, about the same share on housing and household operation and utilities, less for recreation and medical care.

The auto figures from the U. of P. study are in line with other material cited by Holte indicating that, though Negroes make up 10% of the population, they spend between 6 and 7% of total money for new and used cars.

A consumer spending survey by KATZ, covering the St. Louis area, disclosed that Negro families concentrate their auto purchases on the three low-protect cars and roughly in proportion to U. S. sales. A considerable number purchased Buicks but only a few had Cadillacs, an unexpected preference for those not familiar with the Negro market but one confirmed by other authorities.

Some figures on appliance ownership in Birmingham come from WJLD. These disclosed that 96% of Negroes own refrigerators at present, compared with 80% in 1953. Ownership of gas or electric cooking ranges rose from 55% in 1953 to 76% in 1957. As for washing machines, the percent of Negro families owning them rose from 15 in 1948 to 76% in 1957. All in all, the Negro is not doing badly.

#### NEGRO ADVERTISERS

(Cont'd from page 6)

caught on and use the medium to hold on to and expand their share of Negro consumption. Certain wine and beer brands are examples. Still others, such as soap and cigarette makers, use about every retail outlet they can and thus cannot overlook such important market segments as the Negro or foreignlanguage consumer.

Soaps also offer an example of how Negroes can be used to expand distribution in white households. Negro domestic help sometime wield an iron, if paternal, hand in white households and determine the brand of such household products as soap, cleansers, waxes and certain types of foods. Often the only way to reach these colored women, particularly in the South, is through radio.

Clearly apparent now to most advertisers is the fact that Negroes are quality conscious. This is partly a result of their growing prosperity and the imitative shopping habits that consciously or unconsciously go along with a rise in status. Another factorcited by those wise in the ways of Negro psychology is the fear among Negroes of being cheated. They are willing to pay a little more if they feel they are buving a reliable product.

Ironically, this fear is being exploited by some manufacturers who sell identical products for the white and Negro market under different brand names but put a higher price tag on the Negro-directed product.

More important, however, is the facthat the Negro consumer, more ofter than not, prefers the same national brands as his white counterpart. The day of the Negro saving a few pennie on an off-brand is passing. Strong evidence of Negro preference for top selling national brands can be found it a Rollins Broadcasting study of preferred brands in the five markets wher it owns a Negro-appeal station.

In years past, Negro media offetouted the brand loyalty of Negroe the idea being that ad dollars spent it the Negro market would pay off i long-term dividends. You still hes such promotion but the sound is mute And with good reason. The flood new products that have been intrduced in the past 10 years has four a receptive market among the colore

There is a type of brand loyal among Negroes, however, that remai

a powerful factor. This is the loyalty toward products whose makers are felt to be sympathetic to Negroes. It operates in a particularly potent way in cases where the advertiser employs Negroes.

"Buy where you can work" has become an increasingly effective slogan among Negroes. It is one reason why Negro d.j. s pack such a sales wallop, and why Negro media are becoming more essential to advertisers out to maximize sales.

The Negro d.j. (and, it should be pointed out, that white d.j.'s are also popular among Negro listeners) is the heart of Negro radio advertising. More than in general appeal radio, he is a well-accepted member of the Negro community.

Advertisers in the Negro market are sharply aware of this acceptance and much of their buying revolves around them—once the cost is hammered out between station and client.

Let's take a look at how some advertisers are buying Negro radio:

Italian Swiss Colony is a popular wine brand among Negroes. A 12-market survey by Johnson Publishing (Ebony, Jet) showed it in first place in a field of 95 entries with a 15% share of the market—twice the share of its nearest competitor, Gallo.

The client, via Honig-Cooper, has been using Negro radio for many years. Radio schedules follow a regular pattern of 13 weeks in the summer and fall. Negro radio is used in 14 markets: New York, Chicago, Detroit, Cleveland, Philadelphia, Roanoke, Lynchburg, Richmond. Memphis, Washington, Baltimore. Miami. Houston. Dallas-Ft. Worth. In the three Virginia markets, in Memphis and in Baltimore, all radio money is put into Negro-appeal stations.

Some buys in the other markets are pretty heavy, however. The client recently bought a package on WDAS, Philadelphia. consisting of 100 minutes a week for 52 weeks firm.

Aside from the cost factor, the WDAS buy was decided primarily by the lineup of dj.'s. The jocks on WDAS and the other stations as well are provided with a fact sheet and an e.t. Client and agency prefer the d.j.'s to sell the audience in their own style.

Clarice McCreary, timebuyer on the account, reports she usually buys one station per market, expects merchandising support. She looks first at the 100% Negro appeal station in a market but will settle on another with a smaller percentage of Negro programing if the personality has a strong following.

Another account selling via Negro radio is Carnation evaporated milk out of EWRR, Los Angeles. Carnation's marketing problem: outselling Pet.

Roland Gallman, media buyer, picks stations generally on the following

"Negroes are loyal to certain stations; we seek these stations out in each market. Negroes are loyal to certain d.j.'s. In many cases, they are prominent civic figures. We look for them, too.

"The station's standing in the Negro community is important. Some stations are outstanding in public service. They operate swimming pools, help finance summer camps, and so forth.

"Then there's promotion. By and large, Negro stations offer more promotional tie-ins than the general station, largely because the Negro d.j. makes more personal appearances. We





Mouited to ATTEND
THE FIRST ANNUAL

Exposition and Home Show

OCTOBER 17,18,19, 1958
Sam Houston Coliscum

OVER 50.000 WILL ATTEND

#### Serving

and

#### SELLING 328,000 Negroes

in the

St. Louis area

#### **KXLW**

the

St. Louis "Blues" Station

See "Stars" National, Inc.
to buy these KXLW
personalities

A. Dostan
E. Rodney Jones
George Johnson

who have for over 8 years sold in our community

KXLW 1320 kc. St. Louis 17, Mo.

National Rep

Stars National, Inc.

look for this promotional help from stations."

Carnation's copy line for Negro radio does not differ from its general copy. However, Gallman said he expects the personality reading it to inject his own personality and may change the copy a bit to suit his selling manner.

Gallman buys housewife time—from about 9 a.m. to 3 or 4 p.m. "We are not interested in traffic times," he said. "We don't buy late afternoon times when teenagers are the predominant audience. We want to reach women at home. Late afternoon offers the highest ratings on Negro programing; however, we'd rather have a lower rating earlier in the day."

Negro program times affect Carnation's buys, of course. With few Negro appeal stations in Los Angeles, Gallman had bought 9 p.m. on KGFJ. However, when the station switched to 100% Negro appeal programing recently, he switched the buy to 1 p.m. Another exception is KSAN, San Francisco, where Gallman buys early morning in addition to late afternoon.

Carnation prefers spiritual programing and will buy it even when it gets lower ratings than other types. Next in preference is jazz and rhythm & blues provided it is not too extreme.

Agency and client use a rough rule of thumb in determining when to use Negro radio in a market: a minimum of 40,000 Negroes. This is a yardstick applied mainly to southern cities and would not hold in a city like Boston where the Negro population represents a small proportion of the total.

One of the more careful jobs in picking a disk jockey was undertaken a few years ago by Langendorf United Bakeries, which uses a personality named Rockin' Lucky on KSAN.

Here, in the words of Stanley Colberson, Langendorf ad manager, is how it was done via a consumer survey:

"Three factors here were involved: First, how did listeners rate each disk jockey as to his popularity and how often did the person interviewed listen to each of the disk jockeys. Second, could the various disk jockeys be identified with their exclusive advertisers? And, third, and most important, how much business were the various Negro disk jockeys actually sending to their local accounts. We know that if a sta-

tion can sell for a retail account, it is doing a job."

The consumer survey done by Langendorf illustrates a type of research seldom done even in general appeal radio. However, this does not indicate that data on Negro radio audiences is otherwise considered sufficient by advertisers.

Buyers generally agree that so far as ratings themselves go, the supply of data are adequate in the larger markets. There are a considerable number of Negro Pulses in circulation. Like general appeal radio, the situation is not satisfactory in the smaller markets where stations are unwilling or unable to pay for audience research.

Aside from ratings, however, there is little available on radio audiences. Jesse J. Lewis, president of Jesse J. Lewis & Associates, a Negro who heads his own public relations, merchandising and broadcast programing firm in Birmingham, said recently: "Many reports have been made concerning the size of the listening audience. However, little, if any, research has been made to determine the general characteristics of these people."

#### WOBS

All-Market Buy in

1st latest Hooper

1 St latest Pulse

38% of Jacksonville Market is Negro!

#### WOBS - 5000 watts Jacksonville, Florida

Larry Picus, Gen. Mgr. Gill-Perna, Inc., Nat. Rep. Dora-Clayton, Sou. Rep.

(Lewis' concern is with more than the quantity of data. Like many other educated Negroes he feels that there is too much emphasis on jazz, blues, rhythm and gospel music "which tend to further stereotype the Negro in the eyes of the public.")

Services which measure the general radio audience pick up Negro listening but it is not broken out separately and some station operators question whether these services measure the Negro radio audience accurately. Al Klein, national sales manager of WDAS, complained; "We're billing national business now at the rate of \$250,000 a year and we don't even show up on Nielsen."

Here are some tips on using Negro radio ratings.

1. In analyzing sets in use rememher they are affected by the amount and time of Negro programing in the market. Most Negro appeal stations do not devote their full schedule to Negro appeal programing.

2. Traffic times in the early morning and late afternoon are a minor factor. While Negro auto ownership is substantial, driving to work is not as common as with whites since most Negroes tend to live more toward the center of town than in the suburbs and use public transportation.

3. Keep in mind that a portion of Negro listening, particularly in the South, is done in white homes by domestics.

4. Keep in mind that certain odd times may provide substantial Negro audiences. Sunday morning before church, for example, is considered good time by some timebuyers, particularly those in the market for spiritual and gospel music.

5. Nighttime can also attract good audiences on certain occasions since some stations, programing to a number of audience groups, may spot Negro programs after dark. A March 1958 Pulse survey of Negro listening in San Francisco was cited by Negro consultant Les Bailey as evidence for his bolief that Negro radio listening usually lasts well into the evening. The Pulse survey showed daytime listening generally falling in the 25-30 range (except for early morning). Between 6-8 p.m., the average was 23; between 8-10 p.m., it was 20; between 10 and Midnight, it was 17.

6. Negro radio listening is generally higher than white, one reason being the smaller tv saturation, an important difference in the South.

7. Be careful in calculating costper-1,000 figures. Ratings projections can be off where Negro population figures are not up-to-date. And in many markets, accurate population figures are not available because of recent Negro migration either into or out of the market.

#### **NEGRO STATIONS**

(Cont'd from page 9)

the honest, off-beat music which they have made famous. They are not "hipsters."

- 3. Let Negroes feel you are working with them, not working them. Your personal contact with them must evince real sincerity.
- 4. While spiritual programing delivers a smaller audience, it delivers a more loval audience. (Hancock does not program spiritual music.)
- 5. It is not necessary for an advertiser to record commercials. (Hancock noted, however, that the following brands are using or have used recording or special copy on his show: Coca-Cola, Hit Parade, Lucky Strike, Pet

If the d.i. is the heart of Negro radio, music is the heart of the d.i.'s programing. By music is meant jazz, rhythm and blues and rock 'n' roll. Gospel music is popular but secondary.

Buyers have noticed an increase in the amount of time being given in recent months to jazz, etc. Some have even complained that it is becoming hard to find enough gospel music shows for their needs. One buyer said, "It looks like some Negro stations are really going after ratings. There's no doubt that Top 40 tunes and rock 'n' roll will get big audiences-both Negro and white.

While admitting that rhythm and blues have a great appeal, some Negro market experts feel it is overdone. Here are statements from two of them, both Negroes.

Les Bailey, head of Les Bailey Associates, a former salesman for KSAN. San Francisco, and highly regarded by West Coast agency people, said:

"An effective Negro programed station takes into consideration various levels of community life and the divergent likes and demands of the Negro community. Total rhythm and

#### KNOK IS THE ONLY **NEGRO STATION** DALLAS and FORT WORTH SERVING MORE THAN 315,000 **NEGROES**

STU HEPBURN, MGR REP-STARS NATIONAL SOUTH-DORA-CLAYTON

#### **OUICK** with Results!

reaching and SELLING

over

350,000 NEGROES

in MISS. - ALA.

#### WOIC

5000 watts 1390 kc.

Meridian, Miss.

**45.4**%

#### IS NEGRO

Use WOIC! radio For QUICK results in this industrial-agricultural WOIC Market Call FORJOE Today!

blues policies may appeal to a certain segment or element all or most of the time, but they will not attract the largest possible Negro audience.

"Social and intellectual evolution are constantly in ferment in the Negro community. Program directors must keep an alert finger on this pulse if their audience is to grow in size and station loyalty. The strong adherence to 'R&B' formats by West Coast Negroappeal stations is based in part on the 'success' stories of media in other sec-

"Pulse surveys are pointed to to prove that 'we're on top of the market.' But lack of competition and identical programing by other Negro-appeal stations may be the basis for this 'suc-

"There is not enough careful screening of recordings before they are offered to air audiences. There are sufficient rumblings among Negro 'thought leaders' regarding 'gut bucket' music to warrant concern on the part of pro-

"More and more Negroes are daily climbing another rung higher on the social and economic ladder in the far West. They are demanding the type of entertainment that goes with better living. Check the record library of these new arrivals into the middle class and you will find everything from Bach to Boogey. As in the case of the 'Rock'n' Roll' mills, the 'R&B' factories have long since aborted the original music.

"In the area of religious programing, trained Negro ministers are rapidly supplanting the barely literate, rafter-splitting preachers. The Negro may still demand feeling in his spiritual bill of fare, but he also is seeking coherence. A source of deep shame and embarrassment is found in some of the religious programing carried by a number of Negro-appeal stations.

"Greater attention should be given to deliberate community interest programing relative to public service."

In the same vein are comments from Jesse J. Lewis, whose Jesse J. Lewis Associates handles merchandising, public relations and programing for clients aiming at the Southern Negro. Lewis completed a survey of Negro appeal radio recently and while the bulk of the material remains confidential for clients, he did say that as a result of the survey and his own experience he found that Negroes "became closely identified as program participants in the medium just within recent years. In almost every major Negro consumer market these programs have become well established. Negro radio is experiencing its greatest growth and importance in the South. Racial segregation might be the reason for this.'

Lewis admits that devotees to jazz. blues, rhythm and gospel make up the primary listening audience, but complains that "because of this misplaced emphasis on the present type of programing, there is almost total exclusion of programs which will show that Negroes have other interests,"

Lewis makes clear that "these criticisms are the feelings of the more educated and advanced members of the race who strongly resent any activity which tends to further stereotype the group in the eyes of the public. Recognizing these criticisms some station operators have curtailed to a degree the playing of too many of certain kinds of records and the extreme clowning of disk jockeys."

Most Negro appeal broadcasters will take issue with the general tenor of these comments. They hold that radio programing basically reflects the taste of the audience in each market and that it must be understood that Negro radio is a mass medium and cannot take on the same tone as Negro appeal periodicals, which are class media (a differentiation which Lewis himself makes a point of).

Whether or not it is enough in quantity to satisfy the more educated Negro, there is a substantial amount of programing other than music on Negro radio. Naturally, the greater percent of Negro appeal programing a station has, the wider is its variety of programing. One buyer told sponsor: 'Jive is not basic to the important stations."

WDIA, Memphis, is one of the most highly-respected stations because of its community contact and services. Here are some examples of what it does: (1) sponsors two Negro stage shows a year, profits of which (about \$30,000 annually) go to charity, (2) provides up to 30 and 40 "goodwill" announcements per day for club news, funerals. lost and found matter and the like. (3) furnishes free school bus transportation for handicapped children, (4) furnishes uniforms and equipment for nearly 1300 Negro boys on 85 WDIA

#### These personalities really sell on WIBB

Macon.





Hampton "The King" Swain



Ray "Satellite Papa" Brown

WIBB is tops in Negro programming in Macon, with 1,000 watts and a good signal in all middle Georgia towns. It originated Negro programming in Macon over nine years ago, and has top rated Negro personalities. Latest Negro Pulse, July-August 1958, 6 A.M.-12 Noon, 39% share of audience; 12 Noon-6 P.M., 40% share of audience.

Represented by Walker-Rawalt Co., Inc., Dora-Clayton Agency

Macon, Ga.

Little League baseball teams in Memphis, Shelby county and Mississippi, (5) has pledged \$40,000 toward a new \$180,000 orphanage. In addition, a series of expense-paid trips are given to winners of a spelling bee, a contest to pick the top Negro high school football player in Memphis and a contest for amateur talent in the classical, spiritual, popular and rock 'n' roll music

WLIB, New York, is another outlet active in airing community affairs. This past summer the station put on a series of 40 programs, called "Project 58" reviewing what the station called "the story of New York City's Negro families' struggle for respectability." Some idea of the frank approach to this series is given by a sentence which appeared in a release explaining the project: "Do you know that responsible authorities estimate... two out of every eight Negro children in New York City are born out of wedlock?"

The station recorded every major speech and appearance of Prime Minister Nkrumah of Ghana while he was in America. A dozen 15-minute and half-hour programs were devoted to

A particular sense of how the Negro feels and reacts might well be expected among Negro owners of Negro appeal stations, of which there are three or four. One of these, Psyche Pate, woman owner of KPRS, Kansas City, lists the following precautions for programing to specialized groups:

"1. We never allude to differences that set our audience apart from other listeners

"2. We avoid plays, skits or anecdotes which use members of the group in a subservient manner.

"3. We never use expresions or words that are offensive to our special audience.

"4. We never imitate brogue or accent.

"5. We have considered racial or religious jokes as being offensive, no matter how innocent sounding they may be.

6. On-the-spot interviews, which are impromptu, can be dynamite and must be performed with great care. We avoid humorous interviews because of the sensitiveness of the market we have raptured.

"7. Finally, we avoid using racial and religious tags on crime stories."

Merchandising, Clarence Holte, Ne-

gro marketing chief at BBDO, makes the point that, because Negro marketing areas are compact, Negro stations are in a position to provide more merchandising backing per dollar. Not that all stations necessarily provide more, Holte said, but they can do it when they're so inclined.

One reason Negro stations will extend themselves with merchandising support is to attract blue chip accounts for reasons of prestige. One source familiar with station merchandising estimates that Negro appeal stations normally spend 5-10% of the value of the purchase on merchandising.

Al Klein, national sales manager of WDAS, Philadelphia, says his station is spending in cash \$35,000 for merchandising. This does not include air plugs for retailers with which it has tie-ins. The station is currently billing national business at the rate of \$250,000 per year, a substantial jump from the 1956-57 fiscal year, when the figure was \$85,000.

WDAS has tie-in arrangements with the Food Fair chain, the Best Markets chain, a group of independent supermarkets called WDAS Spot-lite Superettes and with the Philadelphia Association of Retail Druggists, which includes 600 of the 1,200 indie drug stores in Philly, each of which does 50-100% of his business with Negroes.

Station merchandising crews are particularly effective because many manufacturers do not use Negro personnel on a regular basis to do their selling and in-store promotion work. Yet, it is obvious that a colored store-keeper will feel more comfortable with someone of his own race.

This doesn't mean that merchandising in Negro stores is any different than in white stores. As a matter of fact, other than the use of Negro models in point-of-sale material, Negro merchandising, experts advise, should avoid being different because the Negro doesn't like the feelings of differentness.

Negro station merchandising varies tremendously in quality and effectiveness, media buyers report. In most cases, however, merchandising is only a deciding factor in picking a station when other things are equal.

Here is one example of merchandising offered by Negro stations. The outlet, WHAT, Philadelphia, offers (1) the merchandising crew to accompany client salesmen at the outset of the



DELIVERS

#### THE WEST'S LARGEST NEGRO AUDIENCE

#### LOS ANGELES

KGFJ COVERS MORE THAN 6,000,000 PEOPLE . . . MORE THAN

#### 500,000 NEGROES!



JOIN THE PARADE! To

LOS ANGELES ONLY

All Negro

#### RADIO STATION

- TOP NEGRO PERSONALITIES
   TOPS IN NEGRO COMMUNITY
- SERVICE

  TOPS WITH SPORTS & NEGRO NEWS

**DIAL 1230** 

TRANSMITTER LOCATED IN THE HEART OF LOS ANGELES NEGRO POPULATION AREA

#### 24 HOURS A DAY



Capitol Buys

#### WAOK

**ATLANTA** 

#### WRMA

MONTGOMERY

Serving

#### Half a Million

Top-rated



With 100% Negro programming personnel, KPRS is effectively directing the buying habits of its vast, faithful audience. Your sales message wastes neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only radio station in a community of 128,375 active prospects.



campaign, (2) setting up of display posters in 300 independent retail stores, (3) jumbo posteard mailings, (4) check of product display and sales, (5) d.j.'s available for company and wholesaler meetings, (6) air tie-in with "Feature Stores" as a means of improving displays, etc.

Merchandising materials pretty well run the gamut on Negro stations. Here's what KATZ offers, its cost and minimum buy to qualify: (1) 70 cabbacks at printing cost only (\$150) with minimum schedule of 30 minute or 48 30-second announcements; (2) jumbo cards to 250 stores at \$25 if art work is supplied by client, with 260-time minimum contract; (3) 150 inches of newspaper ads, free if sponsor supplies cut, with 260-time contract; (4) d.j. photos, at 8 cents each mailed with 260-time contract; (5) large display window at no charge with 156 announcements; (6) d.j. apppearances at \$10 per two-hour appearance; (7) record giveaways at \$10 per hundred records if outdated or 60 cents per record if a current hit plus mailing and packaging charge if necessary; (8) selfliquidating premiums.

In addition to merchandising crews, the d.j., of course, is also a sort of merchandising man. The Negro appeal d.j. does more store calling and personal appearances than his counterpart in the general appeal field.

Tom Sims, assistant to Clarence Holte (BBDO's Negro marketing chief), said that in one campaign, a Negro d.j. made 250 store calls and 50 bar calls for the client.

Another example of station merchandising is that of WOBS, Jacksonville, which offers the advertiser "mass products display" in the Daylight chain of supermarkets. Facilities bought may be programs, announcements or chain breaks. Here's the way the station describes its plan:

"Once during each week (13-week cycle) on the air, each advertiser is eligible for one full week's special display in all participating stores. The types of display vary according to the store.

"The stores are given free newspaper tie-ins.

"Daylight Supermarket, in requested instances, will cut its profit potential, while guaranteeing the client his usual price."

The station specifies that the merchandising given is based on the money spent per product, not for the entire company. For example, a soap company could not combine its detergent and shampoo expenditures on the station to qualify for merchandising aid. However, exceptions are granted where products are closely allied and do not warrant separate adbudgets, like club soda and ginger ale.

WRAP. Norfolk, has a device to mobilize its women listeners behind station-advertised products. It's called the Homemakers Council, which is clescribed as a "voluntary organization of 650 Negro housewives representing more than 328,000 Negroes in the WRAP listening area. Its members coordinate the activities of the station, the community and the advertiser."

The Council, the station said, is equipped to conduct pantry studies, sampling and product demonstrations at its regular meetings and in stores and homes. Its "bake-off" and "favorite dish" contests can be used as springboards for promotion and publicity by advertisers. Regular meetings of the Council include product displays, homemaking demonstrations, fashion shows, hair and millinery style shows. Members are attracted to meetings by prizes and refreshments.

The Council is the brain-child of Leola Dyson, director of women's activities and public relations at WRAP. She conducts a homemaker show on WRAP called Around the Town.

WOV, New York, uses a merchandising gimmick called Spin-a-Win to create attention and pull customers to stores or counters.

The format: Spin-a-Win is a radio quiz (in-store origination) using a wheel of chance with 30 numbers. Each number on the wheel has a corresponding card with a quiz question typed on it. Four of the cards are "bonus" cards. If the wheel stops at one of these, the contestant gets \$2 and a chance to answer the question for a further prize as well. Questions are rated in accordance with their difficulty; prizes do not run high in this game—the range is \$2 to \$10. And consolation prizes are given also.

Any food or drug advertiser maintaining a \$197 per week schedule on WOV qualifies for Spin-a-Win on the following basis: one promotion for each consecutive six-week schedule. It here promotions for a schedule of 13 consecutive weeks firm. The quiz is promoted by air announcements and point-of-sale display material.



STEADY E COES

No wind too strong — no sea too rough for the dauntless JEPCO crew.

Leadership in any field comes only with initiative, understanding and hard work. JEPCO represents the leading stations in Negro radio. Its position in this field has not been won accidentally.

Smooth sailing and a profitable course can be yours too. Call your JEPCO man today!

#### JOHN E. PEARSON COMPANY

RADIO AND

TELEVISION STATION REPRESENTATIVES

New York • Chicago • Minneapolis • Dallas • Atlanta • Los Angeles • San Francisco



#### Here's a full house that's hard to beat!

don't try to improve on a hand like this...

#### BUY KSAN and be sure!

(Proven most popular year-after-year by Pulse Negro Audience Survey.)

The KSAN signal goes where the Negro listener lives, works and buys! (Field strength surveys show 260,000 Negro listeners in the KSAN primary Market!)

For more exciting details, such as rates and avails, contact:

STARS NATIONAL, INC.:

Eost — 400 Modison Avenue New York 17, N. Y.

Middle West — 35 E. Wacker Drive Chicoga 1, Illinois JOHN E. PEARSON COMPANY:

Southwest - 506 Fidelity Union Life Bldg., Dallas, Tex.

Southeost — 508 Glenn Bldg., Atlanta, Georgia Northwest — Des Moines Bldg., Des Moines, Iowo

3242 W. 8th Street, Los Angeles
 58 Sutter Street, San Froncisco

#### SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



NSS CITY ... WHB is first all-day. Proof: Metroschielen, Trendex, Hooper; Area Nielsen, 96 county be. All-day averages as high as 48.5%. (Nielsen) to 0.502% of men and women who listen to top radio stations listen to WHB. You get coverage liele, men & women—on WHB. See Blair or General najr George W. Armstrong. NEW ORLEANS . . . WTIX is first all day, and 20 times more powerful with 5,000 watts on 690 ke. Data: Hooper, 32.8%; Pulse: First 360 of 360 daytime ½, hours, and 499 of 504 overall ¼ hours. WTIX gives you first call on 2,000.00 people from Texas to Florida. Talk to Adam Young . . or WTIX General Manager fred Berthelson.

MIAMI ... WQAM is first ... all-day. Proof: Hooper (40.5%) ... and first in 264 of 264 quarter hours; Pulse ... 432 of 432 quarter hours; South & Central Florida Area Pulse ... also Trendex. Next time you're in Miami, hear for yourself the sounds that make it so. See Blair ... or General Manager Jack Sandler.

## STORZ STATIONS TIDAY'S RADIO FOR TODAY'S SELLING BY, STORZ, PRESIDENT & HOME OFFICE: OMAHA, NEBRASKA

WDGY Minneapolis St. Paul REPRESENTED BY JOHN BLAIR & CO. WHB Manas City REPRESENTED BY JOHN BLAIR & CO. WTIX New Orleans REPRESENTED BY ADAM YOUNG INC. WQAM Miami REPRESENTED BY JOHN BLAIR & CO.

#### SOAPS WASHING OUT PRINT FOR MORE AIR

P&G, Lever, and Colgate, already huge radio and tv users, are swinging even more heavily to air media. Big gains seen for both spot and network as soaps cut back print

Page 33

ARB expands Arbitron & 1-, 4wk. measurements

Page 36

How radio boosted music store sales to over \$1 million

Page 40

Agency timebuyers use all-media trans portation in Mich.

Page 42

DIGEST ON PAGE 2

## "THE GIANT" MOVES UP TO CAESARS HEAD





Ask the Station or WEED About WFBC-TV's "Giant Move Upward"

Let us tell you the advantages of our new Caesars Head Location . . . more viewers, better reception, greater dominance in this great 4-state market in the Southeast

Represented By
WEED TELEVISION CORP.

- with Maximum Height
   —2000 Ft. above Average Terrain
- with Maximum Power—100 Kilowatts
- · with Increased Coverage in the

#### GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

WFBC-TV has moved its transmitter atop Caesars Head Mountain, where a hope 888-fit, tower gives 'The Glaint of Southern Skies' a far greater coverage area... a greatly expanded market for its advertisers... and better reception fo additional thousands of viewers in the Station's 4-taste coverage area. WFBC-TV's service area is increased by 48% in this move. The tower at Caesars Head is 3,000 ff. above Area-ville and Spartanburg, and 1,000 ff. above Area-ville and Spartanburg, and 1,000 ff. above Area-ville with Spartanburg and Advantile.

#### WFBC-TV MARKET DATA

From New Caesars Head Location (within 100 UV/M Contour)

 Population
 2,783,100

 Incomes
 \$3,163,844,000

 Retail Sales
 \$2,337,504,000

Television Homes 523,830

WFBC-TV

Greenville, South Carolina
NBC NETWORK



#### PEN PLAYB



8

















27 September 1958 • Vol. 12, No. 39

#### SPONSOR

#### THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### DIGEST OF ARTICLES

#### How soap's big three use air media

33 Some old traditions in the use of radio/tv are being questioned by P&C, Lever and Colgate. Here's what it means to soap industry, air media

#### ARB: diary and automation

36 Part Two in the series, "Behind the Rating Services" investigates the techniques and operation of American Research Bureau in the field of ty

#### The timebuyer who struck out

39 Once upon a time, advertising agencies began to operate like baseball teams. No holds were barred when McCann met Burnett in the series

#### Where's "Madison Avenue" gone to?

40 Agency dispersion, as the shops move West to Fifth Avenue and East to Park addresses, leaves only one out of four still on Madison Avenue

#### Radio builds \$1 million sales for music store

40 Only seven years old, House of Sight & Sound, Los Angeles music retailer has annual volume exceeding \$1 million. Radio is credited with success

#### How to get timebuyers from here-to there

42 Forty-seven New York and Chicago agency men set new transportation pattern. Use planes, buses, boats, carriages in survey of Michigan markets

#### Network football's \$13 million play

43 Football's strong male-appeal draws auto, beer, cigarette and oil advertisers, boots network position to second place among all video sports

#### Why Regimen increased spot tv 90%

44 Drug Research Corp. introduced this weight-reducing tablet into heavy competition 18 months ago. Using mainly spot tv, it now leads in sales

#### Net tv tally: prices up, dramas down

45 SPONSOR estimates of average show costs: Prices up for dramas, westerns and situation comedy. The complete rundown on night net tv costs

#### SPONSOR ASKS: What is the place of the regional network in today's radio.

54 As regional networks play a more important role in ad strategy, a station man and two representatives review the regionals' function

#### **FEATURES**

12 Commercial Commentary

57 Film-Scope

29 49th and Madison

58 Marketing Week

64 News & Idea Wrap-Up

6 Newsmaker of the Week

64 Picture Wrap-Up

60 Sponsor Hears

17 Sponsor-Scope

80 Sponsor Speaks

24 Spot Buys

80 Ten-Second Spots

8 Timebuyers at Work

78 Tv and Radio Newsmakers

59 Washington Week

**Editor and Publisher** Norman R Glenn

Secretary-Treasurer

Elaine Couper Glenn VP-Assistant Publisher

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin Managing Editor

Alvin W. Outcalt

News Editor

Bernard Platt

Ren Roder Special Projects Editor

Alfred J. Jaffe Senior Editor

W. F. Miksch

Associate Editor Russ Carpenter

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles) Pete Rankin

Flim Editor Beth Drexler Brod

Assistant Editors

Jack Lindrup Gloria Florowitz

Contributing Editor

Joe Csida

Art Editor Maury Kurtz

Production Editor

Florence B. Hamsher

**Editorial Assistant** 

#### ADVERTISING DEPARTMENT Sales Manager

James H. Fuller

**VP-Western Manager** Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager Roy Meach

**Production Manager** 

Jane E. Perry Sandra Lee Oncay, Asst.

Administrative Staff

Dorris Bowers

George Becker

Laura Oken Jessie Ritter

Promotion & Research Dept. Jane Pinkerton, Manager

Circulation Department

Seymour Weber Emily Cutillo Harry B. Fleischman

Member of Business Publications Audit of Circulations Inc.

#### SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC. combined with TV, Executive, Editorial, Circu-tation and Advertising Offices: 40 E. 49th St. (49th D. Madison) New Year, TV, N. Y. Teiser, 19th Committee, 19th Comm

©1958 Sponsor Publications Inc.

## Station WHO puts the PLUS into merchandising!

The emblem represents WHO Radio's outstanding "Feature Drugs Merchandising Service"—
comprehensive plus service offered, at no extra
cost, to WHO advertisers whose products are
sold in drug stores, 250 leading stores, accounting
for 40% of drug volume in 76 of Iowa's 99

counties, take part in "Feature Drugs" service.

WHO Radio's "Feature Drugs" service works for you in four different ways—and you get the whole package when your gross expenditure on WHO Radio is \$250 per week for 13 weeks, or \$3250 within a 13-week period of time.



WHO's "Feature Drugs Merchandising Service" is producing BIG RESULTS for some of the nation's finest drug manufacturers. It can do the same for you. Ask PGW today for more about WHO Radio and "Feature Drugs"!



MC 3M

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



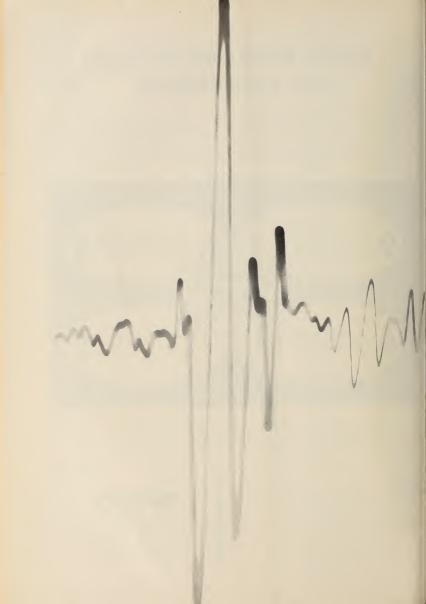
Peters, Griffin, Woodward, Inc., National Representatives



for lowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager



## First flash from Arbitron!

(A CLEAN SWEEP FOR WCBS-TV)

It's electronic! It's instantaneous! But the results are the same: wcbs-tv is New York's number one television station.

Minute by minute throughout the broadcast day, Arbitron, the exciting new electronic rating service, measures New York viewing instantaneously – and Channel 2 piles up impressive margins of leadership.

During the first week of continuous operation, Arbitron flashed this report:

WCBS-TV has the largest share by far of total audience viewing, with a 59% lead over the second-place station;

Every single one of WCBS-TV's continuing local commercial programs leads all of the competition in its time period;

The Early Show leads its nearest station competition by 113% ... The Late Show leads by 89% ... even The Late Late Show has a larger audience at 1:30 in the morning than the average audience of any other New York station throughout the daytime; The highest-rated news programs — morning, afternoon, early evening and late evening

9 of the top 10 shows are on WCBS-TV.

- are all on WCBS-TV;

The marvel of Arbitron is brand-new, but its findings are the same as from the other audience measurement services: clear-cut leadership for...

Channel 2, New York  $\overline{WCBS}$  - TV





### NEWSMAKER of the week

Last week, the newly-formed Independent Television Corp. was in the headlines again. The news: ITC had just acquired Milton Gordon's Television Programs of America for \$13 million. The announcement came right on the heels of the initial statement of the formation of ITC and its \$10 million in production commitments which are already underway.

The newsmaker: Fast-paced Jack Wrather, oil man, financier, hotel magnate and board chairman of ITC-TPA. His newly-formed combine promises to be a leading contender as a top film financing, producing and distributing company.

Wrather's acquisition of TPA gives his already-strong organization an even firmer foothold in the tv film industry. In addition to 12 TPA properties currently in distribution, including the three Wrather productions, Lassie, Lone Ranger and Sgt. Preston of the

Yukon, ITC takes over a more than 300-man staff (says Wrather: "I bought the organization as well as the properties.") and acquires five subsidiaries: TPA, Ltd.; TPA Films, Ltd.; TPA Music Corp.; Normandy Productions, Ltd.; and Donall & Harmon Advertising Agency.

ITC, before its new addition, was already mustering a good deal of attention in the trade. With a staff that includes ex-Ziv sales head Walt Kingsley as presi-



lack Wrather

dent, the company had an initial capitalization of \$2.5 million as well as \$10 million in production commitments from Jack Wrather Productions and a British producing arm, Associated TV. Each will produce two series annually; one of this year's four (Tom Swift), is ready for distribution.

Wrather doesn't plan to stop with ITC-TPA, either. In Las Vegas this week, at a semi-annual symposium of all Jack Wrather interests, new moves and further acquisitions were already under discussion.

If Wrather's past record is any indication, he'll keep moving fast. His business history goes back to shortly after World War II (he served as a Marine) when he returned to Dallas and his family oil interests. In 1946, he decided on a motion picture producing career and was off to Hollywood to enhance has already considerable fortune.

Wrather produced several movies, and then, four years ago, went into tv production with his three series (Lassie, etc.). Some of his other well-diversified interests: ownership of KFMB and KFMB-TV, San Diego, and KERO-TV, Bakersfield, Calif.; three hotels: and Muzak Corp. He's also married to Bonita Granville.

## from the heart of Pittsburgh to the entire tri-state area!



WIIC PITTSBURGH 14, PA.

Telephone: FAirfax 1-8700

TWX: PG 16

From too much confusion became Dopey

Of gimmicked-up sound In redundant profusion!

In these days of high prices and low boiling points, a lot of broadcasters are relying on all sorts of attentiongetting devices. Unfortunately most of them serve only to distract and confuse.

KHJ Radio, Los Angeles, believes that the best attention-getter (and attention-holder) is solid, mature programming, designed to specifically meet the variety of tastes that make up America's 2nd Market.

Nobody ever built up a loyalty to a kazoo or a glockenspiel, but for 36 years Los Angeles listeners have been loyal to KHJ's FORECROUND SOUND and to the personalities on our air.

Never underestimate the variety of tastes in the Greater Los Angeles area. Here is a medium programmed to satisfy them all.





## Timebuyers at work

Kay Ostrander, media supervisor, Anderson-McCounell, Los Angeles, feels that there are only five national reps in L.A. who are creative, constructive and original in their selling." While Kay has identified the five, names are withheld pending notification of reps and next of kin through Kay's identification: "The creative reps bring in a buyable commodity

"that is, a suggested schedule that's in keeping with the product's character, and provide the balance and repetition it needs for the available budget. Unlike the non-creative, they don't merely hand you a printed schedule with the avails checked off." Kay says the constructive reps follow through and even originate from lost business. "When, for example, new information becomes available,"



Kay says, "these representatives inform the agencies immediately, helping them with new buys and readjustments where necessary." The original reps, Kay feels, pool their creativity with the buyer's and learn from losing. "From this, it should be easy for most reps to identify themselves—as one of the five or one of the balance."

Lynn Diamond, Emil Mogul Co., Inc., New York, reports the practice at Emil Mogul of buyers sharing information about markets between themselves. "So we will have a great deal of detailed market information over and above routine facts on income groups and population," Lynn says, "we pool all specific data and information



available to any one of us. In particular, we exchange knowledge of local customs and habits, weather and seasonal variations, times of factory shifts, whether or not school stays open when it snows, etc.—the kind of information that is learned through first-hand experience. In addition, we keep each other advised on current complications or news in these markets." Lynn's work with franchise accounts such as Lite Diet Bread

and Rayco keeps her in constant touch with individual communities. As a result the information she gathers is extremely helpful to all the buyers and advertisers with the agency, when selecting stations and setting up schedules. "The only way," Lynn says, "buyers can obtain intimate knowledge of a market is by sharing all data."



#### ...and that's not hot air!

If you want your product sales to ascend in the Baltimore market, consider also:

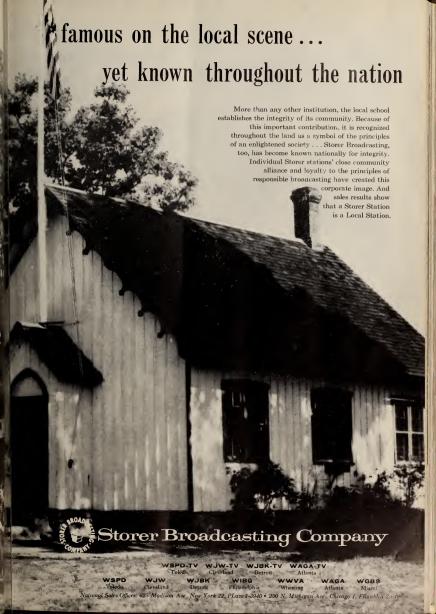
- ★ W-I-T-H gives lowest cost per thousand listeners—by far—of any local station.
- ★ W-I-T-H gives complete, no-waste coverage of the purchasing area that counts.
- ★ W-I-T-H has imaginative programming for the whole family—24 hours a day.
- ★ W-I-T-H gives powerful merchandising to your product no other station can match.

#### Send up your "trial balloon"!

Contact Tom Tinsley, Pres.; R. C. Embry, Vice Pres.; or your nearest W-I-T-H national representative:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans McGavren-Quinn in Chicago. Detroit and West Coast







#### the Metro Area

IN THE TOP 50 OF ALL 262 METRO AREAS IN PERCENTAGE OF GROWTH IN

- POPULATION
- E.B.I.
- RETAIL SALES

Source: Sales Management Marketing on the Move-November 10, 1957

#### the TV Market

#### 47 COUNTY NIELSEN COVERAGE AREA

POPULATION 1,095,200
FAMILIES 268,300
TOTAL RETAIL SALES 736,664,000
FOOD STORE SALES 20,1960,000
GEN MERCHANDISE SALES 86,418,000
APPAREL STORES SALES 48,313,000
ELDIN 6, 40,0155, ABBLI MEES

APPAREL STORES SALES . 43,313,000 FURN. & HOUSE APPLIANCES . 40,228,000 AUTOMOTIVE DEALER STORE . 155,451,000

Source:
Coverage from NCS #3—1958
Market Data from Sales Management
Survey of Buying Power—May 10, 1958.

the Station





CALL HOLLINGBERY CO.



## Commercial commentary

#### Copy platforms for radio and tv

From time to time, here at sponsor, we've heen asked by agencies and advertisers, "How do you set up 'copy platforms' or 'copy check lists' for radio and ty commercials?"

Most of these questions arise, I suspect, because the air media are a lot younger than print, and radio and tv men are still a little awed by the "over-all" copy planning of their print brethren.

In a way this is a good thing. It's healthy for radio and tv creative people to want more system and organization in their work. But, on the other hand, there's no need for them to repeat all the foolish. flapdoodling mistakes which print has made.

For instance, 25 years ago when I was breaking in as a print copywriter with the old Blackman agency, we had to type out our copy on "blue editing sheets." A left-hand column on these bilious blue forms carried a series of questions, printed in 6-point type. "Is this copy interesting? Compelling? Written from the buyer's viewpoint? Cover all main arguments? Contain an urge to buy?"

The hapless editor or copy chief was expected to ponder these queries like a meticulous Boy Scoutmaster—"Is he trustworthy? Loyal? Helpful?"—before giving his weighty O.K.

But in practice, of course, nobody ever paid the slightest attention to this bureaucratic chicanery, and it finally died the death it deserved.

Similarly with most copy platforms. They're conceived in a burst of earnestness and soul-searching, but, after a brief period of enforced popularity, they tend to be regarded as silly, needless paper work, delegated to the traffic control of some flat-headed but roundbottomed assistant who makes everyone's life miserable by insisting that they be filled out regardless.

#### Check list must be practical

Copy platforms, and to a lesser extent copy check lists, can be enormously helpful and valuable, if properly put together. But the first thing to remember is—they ought to be planned as practical, workable business tools for the guidance of creative people.

They're not worth a damn if they're merely the plaything of some literal-minded, systems-conscious account executive. Or the brainchild of some pedagogical office Moses, who wants to rewrite the Ten Commandments of Advertising on tablets of mimeo paper.

Agencies differ widely in their approach, but the best copy platforms I've ever seen (for all media, including radio and tv) were simple, one-page statements, written down before creative work began, and containing succinct explanations of the following:

- 1) The sales problem
- 2) The sales objective
- 3+ Audience to be reached
- 4) Basic copy strategy
  5) Main copy points
- 6) Special considerations and cautions

Of these, the statement of the sales problem is easily the most





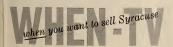
PRODUCTS OF

#### SYRACUSE

#### ...important in the home

Made by L. C. Smith & Corona, one of the 950 manufacturing companies located in the Syracuse area, this portable plays an important part in American homes from school age to old age...

Just as WHEN-TV viewing at every age plays an important part in almost every Syracuse home. To make your product an important part of Syracuse and Central New York, place it on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.



A Meredith Radio & Television Station affiliated with
Better Homes & Gardens and Successful Farming Magazines.

KKMO KCMO-TV KPHO KPHO-TV KRMG WOW WOW-TV
Kansas City Phoenix Tulsa Omaha

#### Problem Solved by a Timebuyer



Joe's problem was spot costper-thousand. Too high, said the client.



Competitive markets made saturation tough, ratings low.



Take a look, said Blair TV Associates, at the WCTV market. He looked and pondered.

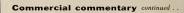


Joe found 110,580 homes, largely unduplicated, (NCS #3)



. . . and married the client's daughter and lived wealthily ever after

WCTV Tallahassee Thomasville for North Fla. and South Ga. John H. Phipps Broadcasting Stations



important. Here are a couple of clearly defined sales problems from accounts I have worked on in the past:

The sales problem: to increase the sales of Ivory Soap in the face of the fact that Ivory was then used in 70% of all American homes (situation as of the middle 30's).

The sales problem: to build the sale of Heinz condensed soups despite tough competition from Campbell which controlled 90% of the market and sold for 2¢ less per can (situation as of 1948).

Notice that in both cases the sales situation was stated in realistic "problem" terms. The commonest reason for weak, muddle-headed advertising is that creative people have failed to see the job as a problem to be solved or a difficulty to be overcome.

The sales objective, also, should be stated in down-to-earth language. If you're shooting for a 10% increase in sales or shipments (and your account, media, and marketing people have agreed on this as a reasonable goal) put it down in black and white. It will help to keep your creative feet firmly planted on the ground.

Audience to be reached is an obvious requirement, so obvious that it is often forgotten. Fill in the kind or type of people you'll be talking to—housewives, men, dog-owners, kids, homeowners, etc.

Basic copy strategy is your over-all battle plan, and it's usually the most difficult of all items to formulate. Think through how you're going to attack the problem, the grand strategy you'll use. In the case of Ivory Soap, we decided to concentrate on "spreading the use," and pushing the large-size cake. With Heinz, we attempted to encourage sampling and comparison with Campbell. Both strategies were soundly conceived. The Ivory plan worked spectacularly, the Heinz less well for a variety of outside, non-advertising reasons.

Under "Main Copy Points," list briefly all the principal sales you'll have at your command. Under "Special Considerations and Cautions," put down any significant items such as "half the commercials feature the large, half the economy size pack." And, if you want to be frank add such words of wisdom as "Mr. X, president of XYZ Co, doesn't know anything about advertising and cares less. But if his refrigerators don't show up white, white, white in tv and magazines, he'll cut you into juice bits of quivering and protesting flesh."

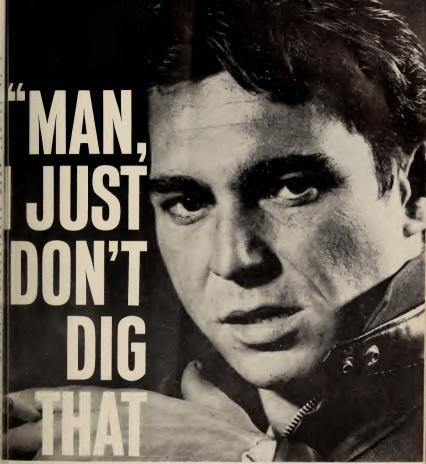
#### Using a Copy Platform

You'll notice that none of the copy platform items listed above attempt to define either copy ideas, or creative techniques. This is intentional. The purpose of a copy platform is merely to stake out the areas in which creative work will be done.

Think of it as the kind of basic briefing you'd give to an architect—"We want a U. S. building at the Brussells Fair. The site looks like this. Our appropriation picture is this. And the building will be used for these purposes." From that point on it's up to the Ed Stones of your organization to dream up the creative concepts.

Remember, too, that a good copy platform should also serve as a statement of principles, and an instrument for agreements with other agency departments, and members of the client's organization. See to it that account men and ad managers understand and agree with your platforms. It will help to keep them on the track.

Sometimes of course, you'll run into free-sweating, hard-breathing extroverts who say "Nuts to all this theorizing. Lemme see the story-boards." (or the tape, or the layouts). But even when you're dealing with such exasperating problem children, copy platforms can be of practical help. Just make certain that you keep them short, simple, and easy to understand.



KBIG"

Not everyone listens to KBIG. And frankly, we rather enjoy this distinction. KBIG is interested in reaching only a stable, mature audience... and we do! 91% adult listeners (Pulse, Inc.) in 234 Southern California communities.

KBIG appeals to a *convincible* audience with the ability to *buy* your product.

This is an irresistible value in *profitable* radio coverage at 71% less cost than competitive stations!

KBI

The Refreshing Sound of Radio... 740 kc, 10,000 watts

JOHN POOLE BROADCASTING CO., INC. 6540 Sunset Boulevard, Los Angeles 28, California · HOllywood 3:3205



#### OUTSTANDING

Baseball's World Series, perennially capturing
the enthusiasm and loyalty of millions of fans,
is outstanding in the American calendar of sports.
Equally outstanding in its field is WGAL-TV's
unique multi-city coverage which costs you less by far
than single-city coverage. Pioneer Channel 8
station WGAL-TV is first with viewers in Lancaster,
Harrisburg, York, as well as in numerous other
cities including: Gettysburg, Hanover,
Lebanon, Chambersburg, Carlisle, Lewistown.

\$6 2/3 billion income \$3 3/4 billion retail sales 942,661 TV sets

## WGAL-TV

CHANNEL 8-Lancaster, Pa.
NBC and CBS

STEINMAN STATION . Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. . New York . Chicago . Los Angeles . San Francisco



#### SPONSOR-SCOPE

27 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Early this year prophets in the advertising trade were predicting that the recession would find the durables—particularly those with an institutional intent—on an exodus from tv.

The succeeding tables indicate that there was a defect in the crystal balls. Thus:

Surprise No. 1 of the current tv network selling season has been the way the chemical companies have flocked to the medium.

What makes this flurry doubly interesting is the fact that the message, in most cases, is directed to the customers' customers.

The line-up of network clients from the chemical field includes:

ADVERTISER	ESTIMATED EXPENDITURE (TIME AND TALENT)
DuPont	\$5,000,000
Olin Mathieson	\$5,000,000
Chemstrand	2,500,000
National Carbon	3,500,000
Monsanto	
Dow Chemical	400,000
Eastman	150,000
TOTAL	\$14,050,000

Note: Several of the foregoing also are quite active in spot tv.

Surprise No. 2 is provided by other corporate leaders in the durable goods field—outside of automotives—who are making healthy expenditures in tv this season:

	ESTIMATED EXPENDITURE (TIME AND TALENT)		
Aluminum Co. of America	\$2,800,000		
General Electric	5,800,000		
Reynolds Metals	7,500,000		
Sperry-Rand	2,700,000		
Westinghouse	11,000,000		
Aluminium, Ltd.			
AT&T	6,000,000		
Kaiser Industries	4,500,000		
Libby-Owens-Ford	2,000,000		
U. S. Steel	5,000,000		
TOTAL	\$48,300,000		

New national spot radio may not be keeping pace with the buying boom in spot tv, but that isn't because of diminishing enthusiasm for the audio medium.

It just happens that, as one buyer put it, "everybody decided at the same time to swing into spot tv."

Look for this to happen: Increasing demand for major radio daytime and fringe time availabilities.

Radio soon may be able to stage a homecoming for a couple of old friends: FRIEND NO. 1: General Mills may return on a major scale for a corporate drive.

The company has under advisement a radio plan involving daytime which would proviously spread—allowing it to insert whatever products it sees fit for special exploitation at a particular time.

FRIEND NO. 2: If the various product managers involved can be brought into agreement. Lever Bros. also will be riding the corporate horse soon.

The buy under discussion would give each brand an opportunity to use the radio vehicle to stay on for as short or extended a time as it sees fit.

New business prospects in national spot radio last week included:

Wheatena (C&W) was asking for minutes in women's shows, and Roma Wine (FCB, San Francisco) was placing a six-week saturation campaign.

Chicago this week took the spotlight as the source of new national spot tv business, while New York reps were busy on the availabilities that have poured in on them since Labor Day.

The past week's newcomers from the Michigan Avenue sector include:

Ovaltine (Tathum-Laird), in the top 70 markets for 28 weeks, with two different schedules: late evening minutes and minute participations in children's programs.

Wilson & Co. (K&E). five-minute personality interviews for 28 weeks, starting 17 November in about 60 markets. Ground rules: the three five-minute shows are to be stripped Monday through Friday at the contiguous rate. Stations are giving this a mixed interpretation: some are offering the 15-minute rate, and others are figuring at the hourly rate plus 15 minutes.

Purex for Dutch Cleanser (E. H. Weiss), a four-week schedule of I.D.'s, starting 3 November in 17 markets.

ABC TV's loss in the race for about \$1,500,000 worth of Vick business has become spot tv's gain.

Vick was interested in buying into ABC TV's daytime charter plan; but Y&R demercel, arguing that Bristol-Myers, already a member of the plan, had products that were competitive with Vick's.

NBC TV also tried to get a clutch on that \$1.5 million but failed.

The spot plan consists of a schedule of announcements for 26 weeks in 40-50 markets. (Vick previously had committed itself for \$1 million with the NTA Network.)

Interest in the creation of stereophonic sound via the use of multiple air facilities seems to be spreading along Madison Avenue.

This may well turn out to be the next big promotional device for selling manufacturers of audio appliances on radio campaigns.

If the stereo concept takes hold, it could go a long ways toward boosting business for fm stations.

In other words, if a client were interested in featuring stereo in his program, he could buy not only an am station in the market but arrange to broadcast the show simultaneously on an fm station.

In fact, one of the leading manufacturers in tv and radio is considering introducing the new audio line in this fashion late this year.

What makes the whole trend inviting is the public's current kick in stereo music and gadgetry.



Westerns may stir up a lot of noise and arouse the critics, but nevertheless they aren't the No. I program type on the tv networks' nighttime schedules this fall. Actually, comedy leads the parade.

The statistics below, compiled by SPONSOR-SCOPE, shows that of the 105 nighttime sponsored programs, the western contigent adds up to 18, or 17% of the total, whereas comedy shows number 23, or 22% of all programs.

Here's the breakdown:

PROGRAM TYPE ,	NO.	PROGRAM TYPE	NO.
Comedy: Situation	15	Audience participation	12
Variety	8	Documentary-Interview	5
Drama: Westerns	18	Music: Variety	8
Adventure	11	Straight	7
Mystery	10	Sports	3
Straight	8	TOTAL	105

Note: Comedy also is a more or less important ingredient in the cight music-variety shows.

(See Tv Basics, page 45, for an analysis of average program costs for this season.)

.

A nighttime network program headed by a personality will get you a 50% better sponsor identification than a western on the average.

That's the gist of some research just completed at BBDO.

For the two-sided look, the agency (culling from Trendex) weighed in 16 westerns with alternate sponsorship against 18 alternately-sponsored personality shows.

The average correct sponsor identification for the westerns was 28.0%. The average for the personality shows: 55.4%.

Curiously, the lowest i.d. rater (15.7) among the westerns was Have Gun Will Travel, which audience-wise has an unusually high rating. The top i.d. rater in the same field was Mayerick, with a 43.7%.

The show with the highest i.d. rating in the personality group was Arthur Godfrey (84.2%) and the lowest was the Phil Silver Show (28.7%).

Incidentally, the average for the personality shows with a single sponsor came out at 69.2%, the Dinah Shore Chevy hour leading with an 87.3%. Hitchcock tapped out at 38.2%.

Don Coyle has moved up another notch in ABC TV's sales hierarchy.

He's now v.p. and general sales manager, reporting directly to Bill Mullen, v.p. in charge of network sales. Coyle retains authority over sales development and research.

Slocum (Buzz) Chapin takes over the western division, which comprises Chicago, Detroit, and West Coast network sales.

When an ad agency produces a show nowadays, it legitimately comes under the heading of news.

Esty is getting that unique distinction by putting together the film documentary on the contesting teams which will precede the World Series on NBC TV.

The costs for time and production of the half hour will come to around \$110,000. The client: National Carbon.

The tv networks have a hefty problem with daytime, even though the billings in that area are booming.

With the quizzes wearing thin, the networks are faced with the task of doing something drastic about their daytime programing schedules.

You'll hear talk about the need for developing more daytime personality shows; but cynical admen retort that the networks have a tendency to give daytime personalities short shrift if they don't click immediately.

Take it on the testimony of NBC TV's sales department: It had to put up a stiff pitch to sell RCA (K&E) on the alternate sponsorship of Northwest Passage.

The money's coming partially from a budget figured for Life magazine.

-

Look for Detroit to pursue a cautious course about cutting loose with new advertising money until it sees how the public takes to its 1959 models.

Opinion among agencies with the Big 3 accounts is that if the early reception turns out good, there'll be a flood of auto money after the first of the year for both network and spot.

It could wind up as a walloping first quarter for all of tv.

-

Time Magazine's buy this week of a segment of Invitation to Learning on CBS Radio recalls a quip definition of this show that was rampant in the trade years ago.

The definition: Invitation to Learning is the type of program that you start off by owing Crosley five points.

Other CBS Radio transactions this week: 12 Impacts sold to Lorillard and a renewal by Tareyton for 12 weekly segments for 13 weeks.

\_

ARB plans to have its Arbitron operation going in Chicago in a couple weeks and in L.A. by the end of the year.

The research firm's new package also will include one-week and four-week average ratings in all non-monthly markets (100 of them) plus a multiple-market network competitive area report based on seven cities.

(For an in-depth, updated study of the ARB services, see page 36.)

\_

Campbell Soup and Shulton have only partially solved their clearance problem with the Donna Reed Show on ABC Tv, even though they've bought 27 markets on a soot basis.

The more important spot arrangements to date: Louisville, Greensboro, Little Rock, Sannah, and Duluth. Still open and undelivered: Rochester, Syracuse, Birmingham, Jacksonville, and San Antonio.

There's a school of veteran air media experts on Madison Avenue which thinks the tv networks would do well to cut short the feuding, bickering, and recriminations with newspaper critics over their attitudes and reviews of programing.

Say these admen: The networks would be exercising a far superior level of statesmanship by not letting themselves get upset over the columnar barbs; instead they should accent and dramatize the positive. In other words, keep underscoring the things that even these critics have praised.

Tv could still take a licking in some areas of the hard goods business unless the creative fellows find a formula flexible enough to meet today's need for the hard-sell.

The problem, as outlined by the planning head of a top-rank agency this week:

Manufacturers of white home appliances see the hard-sell principle riding high for some time to come; so it's imperative their advertising bear down at length on benefits. They recognize that tv is their best bet, but they're bothered by this question: Is tv's pattern of commercial placements too limited for their pitch requirements?

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 24; News and Idea Wrap-Up, page 64; Washington Week, page 59; sponsor Hears, page 60; Tv and Radio Newsmakers, page 78; and Film-Scope, page 57.



First by a good margin, WFBM-TV dominates all other stations in Mid-Indiana both in total coverage and market penetration — map shows county percentages measured by Nielsen Coverage Study No. 3, Spring 1958.

#### where else . . .

- -will you find satellite markets that are 33% richer and 50% bigger than the metropolitan trading zone itself?
- —does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- do you find such a widespread marketing area covered from one central point . . and by WFBM-TV!
- -can you buy just one station with no overlapping penetration by basic affiliates of the same network?

only here—where WFBM-TV is first in Mid-Indiana—can you buy more honest market penetration, more consumer influence, for fewer dollars expended than anywhere else. Now it will pay you to take another longer, better look! We are proud of our current ARB.

The Nation's 13th Television Market
...with the only basic NBC coverage
of 760,000 TV set owning families.

area for 18 richer-than-average counties. 1,000,000 population – 350,600 families with 90% television ownership!

\*\* 11 Satellites — Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the KATZ Agency



WESTERN UNTO

SPONSII GALLO

IMMEDIATE ACCEPTANCE OF ZIV'S
"MACKENZIE'S RAIDERS" PROVED
BY SIGNING OF SPONSORS AND
STATIONS IN OVER 100 CITIES.
THIS THRILLING NEW TV SERIES
STILL AVAILABLE IN FEW REMAINING
MARKETS. CHECK YOURS NOW.

# WACH CONTAIN

starting RICHAR

KLAHOMA CITY, LOUISVILLE SPONSORED BY LINCOLN LIFE INS. CO. BALTIMORE, WASHINGTON, PITTSBURGH, MILWAUKEE, MINNEAPOLIS - ST. PAUL AND MANY OTHER MAJOR MARKETS SPONSORED BY

BROWN & WILLIAMSON-RALEIGH CIGARETTES BIRMINGHAM SPONSORED BY ZEIGLER PACKING

KTT WS-WLS KFD WSA

SAN FRANCISCO SPONSORED BY AMERICAN MOTORS

DENVER AND MANY OTHER IMPORTANT WESTERN MARKETS SPONSORED BY ADOLPH COORS BEER

ST. LOUIS SPONSORED BY BANK OF ST. LOUIS

neca's leading advertisers ning to share in the treenous impact of "Macken-'s Raiders".

or s of hard-fighting, hardin heroes from the archives th U. S. Cavalry - a fiery ager in American History.

e dramatic impact of tic, adventure, and daring at leans profitable programng or you.

DETROIT, CLEVELAND, DAYTON, COLUMBUS, INDIANAPOLIS, FT. WAYNE AND MANY OTHER IMPORTANT MIDWEST MARKETS SPONSORED BY STROH'S BOHEMIAN BEER

WESTERN UNION

WESTERN UNION

BOUGHT BY IMPORTANT STATIONS LIKE KVAR PHOENIX KSL-TV SALT LAKE CITY KEYT WTVT

SANTA BARBARA, CAL. TAMPA, FLA. TUCSON LUBBOCK

WESTERN UNION

KOLD-TV

KCBD-TV

MAIM AND A LONG LIST OF OTHER

MAJOR MARKETS SPONSORED BY

SCHLITZ BEER

RLSON WESTERN UNION

RTAT

AN LES

DI 30 HY LE USTN

INT

LITTLE ROCK SPONSORED BY KROGER

BOUGHT BY IMPORTANT STATIONS LIKE

KERO-TV BAKERSFIELD, CAL. KGHL-TV BILLINGS, MONT. WHDH-TV BOSTON WFAA-TV DALLAS WHTN-TV HUNTINGTON. WBRZ-TV CHARLESTON ROUGE

Television



#### SPOT BUYS

#### TV BUYS

American Chicle Co., Long Island City, N. Y., is entering top markets for its Rolaids and Clorets. The schedule starts 1 October, runs through the end of the year. Minutes during nighttime slots are being scheduled; frequency depends upon the market. The buyer is Jack Dougherty: the agency is Ted Bates & Co., New York.

The Procter & Gamble Co., Cincinnati, is initiating a campaign in scattered markets for its Crisco. The schedule starts 1 October, runs through the P&G contract year. Minute announcements, both daytime and nightlime, are being used, with frequencies varying. The buyer is Bill McGivney; the agency is Compton Advertising, Inc., New York.

Family Products Division, Warner-Lambert Pharmaceutical Co., Inc., Morris Plains, N. J., is planning a campaign for its Listerine products. The schedule starts 6 October, runs through December, Minutes and chainbreaks during nighttime periods are being placed; frequency depends upon the market. The buyers are Frank Sweeney and Bill Millar; the agency is Lambert & Feasley, Inc., New York.

Lever Bros. Co., New York, is entering top markets for its Praise soap. The campaign starts 5 October; minutes and chainbreaks during night slots are being used. Frequency depends upon the market. The buyers are John Shima and Mary Dwyer; the agency is Kenyon & Eckhardt, Inc., New York.

#### RADIO BUYS

Wise Potato Chip Co., Berwick, Pa., is going into various markets for its potato chips. The schedule starts I October, runs from two to four weeks, depending upon the market. Minutes during daytime segments are being slotted, with frequencies varying. The buyer is Bill McLaughlin; the agency is the Lynn Organization, Wilkes-Barre, Pa.

The Texas Co., New York, is kicking off a campaign in top markets throughout the country for its Texaco gasolines and oils. The four-week schedule starts 2 October. Minutes during both daytime and nightlime periods are being slotted; frequency depends upon the market. The buyer is Jeremy Sprague; the agency is Cunningham & Walsh, Inc., New York.

B. C. Remedy Co., Durham, N. C., is entering top markets for its B. C. headache tablets. The campaign starts in October for 13 weeks. Minutes during both daytime and nighttime segments are being placed; frequency varies from market to market. The buyer is Martha Gehring; the agency is N. W. Ayer & Son, Inc., Philadelphia.

Esso Standard Oil Co., New York, is entering top markets for its Uniflo Motor Oil. The eight-week campaign starts in October. Minutes during traffic hours are being scheduled; frequency depends upon the market. The buyer is Dick Branigan; the agency is McCann-Erickson, Inc., New York.







#### On movin' pelves - and pizza

obody around Wood-TV is stupid enough to recommend at old jazz of trying to sell refrigerators to Eskimos.

- when our esteemed client, the Pizza Palace, declared willingness to pop for a schedule, local salesman Dave Mconnaughey pitched the one Wood-TV show that is frankly ock 'N' Roll - O'Hara's BOP HOP on Saturday afternoon. ie result was a sellout of all pizzas before the dinner hour

d passed - not once, but twice! Other advertisers like ven-Up, original and major sponsor: Sevfert's (Potato iips); Eckrich (Hot Dogs); Leonard Distributing (Record ayers); are also happy as gold bugs on the mother lode.

these clients who have bought BOP HOP, cash register

results are a lot more impressive than the show's top ARR rating.

For some products, teenagers are all-important - and WOOD-TV has the show and the personality to reach them. If you want to emulate the Pizza Palace, consider O'Hara's selling ability on BOP HOP the next time Katz advises there is an availability.

WOOD-TV is first-morning, noon, night, Monday through Sunday-May '58 ARB Grand Rapids

WOOD-AM is first-morning, noon, night, Monday through Sunday-April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher.



#### WOOD AW

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.



## Be Sociable..."



"Be sociable, have a Pepsi." That theme earmarks one of the important advertising campaigns of broadcast history: Pepsi-Cola's current 14-week drive on all four radio networks at once. Pepsi tapped network radio for this promotion to reach and register with a total population. (Campaign magnitude: an estimated half-billion impressions.) As the company said, "...no other medium offers the speed, penetration, saturation and continuity; nor can any other medium reach so many people at a comparable cost per thousand impressions." So whether you need all four networks or one (we know one)—have network radio, and be sociable. Mix with people....

Circulate more! CBS Radio Network



#### Look who's advertising on TV now!

Local businessmen — most of whom never could afford spot commercials until the advent of Ampex Videotape® Recording. For Videotape cuts production costs to ribbons — brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Ampex purchase or leasing plans.

CONVERTS TO COLOR ANYTIME + LIVE QUALITY + IMMEDIATE PLAYBACK + PRACTICAL EDITING + TAPES INTERCHANGEABLE + TAPES ERASABLE, REUSABLE + LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA Offices in Principal Cities

CORPORATION

professional

products division

ALM VHOF4 COSS



## 49th and Madison

#### UN quide

I thought you might be interested in the addition of the UN logo to our stationery. The stationery idea was instituted by a jewelry firm in Providence, namely Anson, Inc. We were so impressed with the idea that we added it to our stationery.

Soon you will see the same logo on the tail of all airlines as the original idea was the brainchild of Charles Dent, an airline pilot. We are probably the first broadcaster to have the logo and I sincerely hope the idea will spread. The United States Committee for United Nations is promoting this plan and we are trying to help all we can

I hope you like the idea.
J. S. Sinclair
Station Manager
WJAR, WJAR-TV
Providence, R. I.



 The mission of the United States Committee for the U.N. is to arouse interest and disseminate facts about the U.N. A non-partisan organization, its headgaraters at 275 Park Avg. N V 29 N V.

#### Local tie-in

Enjoy your magazine tremendously and although we are not located in a prime market, we use the articles in SPONSOR to tie in with local needs as they arise in television advertising.

E. F. Bourque Television-Dir. WINK-TV Fort Myers, Fla.

#### P&G's creativeness

As a one-time local TV film producer in Chicago and currently as a film commercial editor at WBBM-TV, I couldn't agree with you more on your article "P&G and creativeness," SPONSOR, 30 August.

Sincerely yours, Arthur D. Sakelson Film Department WBBM-TV Chicago

#### Sponsor, sponsor

Congratulations, Gentlemen . . .

on "Nobody Gets the Business" in your August 16th issue.

We liked it so much that we have only one question: How many reprints can we get and what is the cost?

Ronny Kahn Sales mgr., KYA, San Francisco

 Reprints of this article are available to our readers at 20e each up to 100, slightly less for orders of more than 100.

#### Internationalism

A letter we received this morning probably gets the nomination for the most interesting request for our "Report on Local Radio Programing," printed in sponson. As you can well imagine, we have received hundreds of requests for this report from all over the country and into Canada and the British Isles. But this is the first request we have received from Honekons.

I am sure that the second paragraph of Mr. George Ho's letter is of special interest to you. I'll bet you didn't know your readership had such an international flavor!

> Arthur H. McCoy Exec. vice pres., John Blair & Co., New York

 Reader Ho is managing director of Goddard & Co., Ltd., manufacturers representatives. He wrote that he had learned about the Blair Report through SPONSOR.

#### Readers read

Oops-you forgot two.

On page nineteen of your September 13th Sponsor-Scope you list the shows with Corporate names in the title. The two you overlooked are:

Westinghouse Lucille Ball-Desi Arnaz Show and Westinghouse Desilu Play-

You see I do read your magazine.
J. Gilbert Baird
Sales prom. mgr.,
Consumer Products,
Westinghouse Elec. Corp.,
Mansfield, Ohio

### We taped the weekend shows

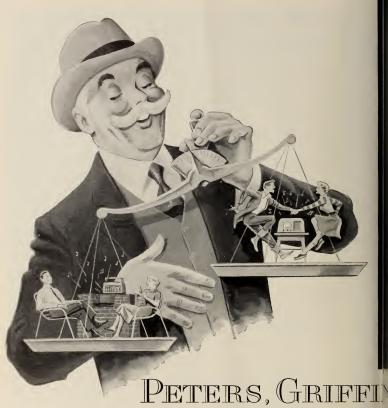


Mr. Ken James, Program Director KENS-TV, San Antonio

"We Videotaped\* the weekend shows on our 'Summer Food Festival,' featuring Connie Cook. Cut down operating costs featured 'live' guests who would not have been available without Videotape!"



\*TM Ampex Corporation



**NEW YORK** 250 Park Avenue Prudential Plaza Yukon 6-7900 Franklin 2-6373

ATLANTA Glenn Bldg. Murray 8-5667

CHICAGO

DALLAS 335 Merchandise Mart Riverside 7-2398

DETROIT Penobscot Bldg. Woodward 1-4255

406 W. Seventh St. Edison 6-3349

HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688 FT. WORTH

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

## BUYERS are LISTENERS But not necessarily VICE VERSA

Audience composition is an important factor in spot radio that every **PGW** Colonel keeps in mind. That's one way he can help in advertising campaign planning. And contrary to a popular saying — "Mostest may not always be Bestest."

Good advertising seeks prospects who can buy the products offered. The radio stations and markets represented by **PGW** are important factors — not only in the communities they serve — but also to every well planned national campaign.

Call PGW today for detailed market information.

#### Midwest THE CALL LETTERS OF THE WHO-Des Moines . . . 50 000 WOC-Davenport ..... WDZ-Decatur ..... SALES GETTERS 5.000 1.000 WDSM-Duluth-Superior . . 5,000 West WDAY-Fargo East WOWO-Fort Wayne . . . 50,000 KBOI-Boise . . . . 5,000 KGMB-KHBC-Honolulu-Hilo 5,000 KEX-Portland . . . 50,000 WIRE-Indianapolis . WBZ+WBZA-Boston and KMBC-KFRM-Kansas City Springfield 51.000 WGR-Buffalo WISC-Madison, Wis. . . . KIRO-Seattle . . . . . . 50,000 WMBD-Peoria . . . . . . . KYW-Cleveland 50,000 WWJ-Detroit 5,000 WJIM-Lansing 250 KDKA-Pittsburgh . 50,000 ODWARD, Southeast Southwest WCSC-Charleston, S. C. 5,000 KFDM-Beaumont WIST-Charlotte 5,000 KRYS-Corpus Christi . . 1,000 WIS-Columbia, S. C. 5,000 WBAP-Fort Worth-Dallas 50,000 WSVA-Harrisonburg, Va. 5,000 KTRH-Houston WPTF-Raleigh-Durham . 50,000 KENS-San Antonio . . . 50,000 WDBJ-Roanoke . . . 5,000

# TELEVISION IN KANSAS IS KTVH

**BASIC CBS** 

SERVING WWW PLUS
14 OTHER IMPORTANT
KANSAS COMMUNITIES

BLAIR TELEVISION ASSOCIATES

STUDIOS IN HUTCHINSON AND WICHITA HOWARD O. PETERSON, GENERAL MANAGER

HUTCHINSON

#### How soap's big three rank in tv and radio

Among all advertisers for 2nd quarter, 1958

	All national advertising*	Net tv	Spot tv	Net Radio	Spot Radio
P&G	1st	lst	lst	40th	27th
LEVER	7th	5th	2nd	21st	4th
COLGATE	4th	4th	3rd	13th	8th

SOURCES: TvB, RAB, SPONSOR estimate. "First six months, 1958

#### Soaps washing out print for more air

- ▼ The Big Three soap makers, already huge radio and tv advertisers, are swinging even more heavily to air media
- Lever, for one, has cut print drastically this year, to gain the speed, impact, and flexibility that air media offer

Procter & Gamble, Lever Brothers Co. and Colgate-Palmolive Co.—the Big Three soap companies who dominate the \$1 billion soap and synthetic detergent market—currently are undergoing a significant reappraisal of their media strategy.

The Big Three are, of course, longtime leaders among air media advertisers; as the chart above shows, they are 1-2-3 among spot tv advertisers, well up in network tv, and (except for P&G in net radio) among the top 30 advertisers in both spot and network

Yet if current trends continue, here's what's going to happen:

- More soap money will be moving out of print—especially magazines and into radio/tv.
- The way the soap makers use air media also is changing.

Lever Bros., for example, has been making drastic cuts in its magazine expenditures. At its present pace, Lever will spend about \$1.5 million less in magazines this year than in 1957. But at the rate Lever is plunging into tv, the company should spend about \$4 more in net tv and \$3 million more in spot than last year.

P&G and Colgate are not shifting budgets from print to two heavily or so fast, but the trend is unmistakable. spoxsor interviews with top agency, network and rep executives indicate they expect all three soap makers to continue a heavy swing to both radio and television.

Why, when they're already such heavy spenders in air media, are the Big Three moving even further in that direction?

There is no single dominant reason, according to most admen interviewed by SPONSOR. But these are the primary reasons:

1) Soap makers are becoming more

#### HOW SOAP'S BIG THREE ARE

#### In network tv

			1st half
	1956	1957	1958
P&G	\$43,457,339	\$47,046,015	\$24,991,781
Colgate	19,880,282	19,375,713	10,320,121
Lever	11,322,643	16,297,289	10,288,263
	In s	pot tv	
	1956	1957	1st half 1958
P&G	\$17,522,450	\$25,916,840	\$14,287,600
Colgate	7,314,700	7,739,080	4,759,100

Lever SOURCE TOB

#### WHAT SOAP'S BIG THREE MEAN TO THE TOP ADVERTISING AGENCIES

7,642,980

5,576,700

Last year, the Big Three soap manufacturers spent almost \$175 million measurable media, and by the end of this year the total probably will hit \$200 million.

Expenditures of this size, especially when split up into separate adversising accounts, spell a bonanza for many a major agency.

tising accounts, spell a bonanza for many a major agency.

Here is a list of only the soap brands of the Big Three (excluding dentifrice, shampoo, food or other products), showing how they are apportimed.

Agency	Brand	Company
Y&R	Cheer, Spic & Span	P&G
JWT	Rinso, Rinso Blue, Lux Flakes, Lux Toilet Soap, Lux Liquid	Lever
BBDO	Surf, Wisk, Gayla	Lever
Bates	Fab, Octagon, Palmolive	Colgate
B&B	Tide, Zest, Ivory Snow	P&G
Burnett	Camay, Joy, Lava	P&G
D-F-S	Biz, Dreft, Oxydol, Dash, Liquid Dreft	P&G
Compton	Duz, Ivory Soap, Ivory Flakes, Liquid Ivory Detergent, Comet, Cascade	P&G
K&E	Praise	Lever
SSC&B	Breeze, Hum, Silver Dust, Lifebuoy	Lever
L&N	Ad Detergent, Zest, Vel Liquid Detergent and bar soap	Colgate
C&W	Super Suds	Colgate
D'Arcy	Cashmere Bouquet	Colgate
NC&K	Vel powder	Colgate
NL&B	All, Dishwasher All, Swan	Lever
Hoyt	Kirkman Soap	Colgate

convinced then ever that a "low-interest" product like soap (as opposed to automobiles, appliances, etc.) needs a high-interest medium like tv. One soan account executive put it this way: "The soap companies always have known that tv has an interest level higher than magazines. But as competition increases, the Big Three are more aware than ever that a print ad doesn't succeed in stopping the consumer nearly so well as a commercial." And the marketing situation resulting from the growth of the supermarket also forced the soap makers to rely heaviest on the medium with the greatest impact and frequency potential.

2) The continuing flood of new products means a greater need for air time. NBC, for example, estimates that 20% of the money spent in spot tv today by the Big Three goes into products that didn't exist two years ago. With the introduction of liquid detergents and the synthetic detergent bars, the number of soap products is multiplying fast. And air media now are the backbone of virtually every new product introduction campaign.

3) Air media seem to be doing a far more effective selling job than print. One example offered by a CBS spot sales executive shows how soap companies are being swayed from print:

When Lever acquired the marketing rights to Monsaulo's All recently, the brand was strong in print. CBS. backed by a wealth of research and aided by the fact that All's sales were slipping with its print campaign, proved to Lever that the soap brands heaviest in twere gaining the most in sales. The result: All is now using daytime minutes in tv.

4) Soap sales are practically recession-proof—people wash whether they are employed or unemployed. Last year, soap and synthetic detergent sales virtually hit the \$1 billion mark, a 9.3% increase over 1956, representing a per-person consumption of 28½ lbs. And this record probably will be improved in 1958.

Sales increases, especially to advertising-minded soap companies, mean bigger ad budgets. Since the soap makers invest such a vast share of their ad budgets in air (P&G, for example, puts almost 80% of it's ad budget into tv), higher budgets automatically mean more radio/tv revenue.

In addition to spending more money in air media, the soap makers also are r. e.amining their old attitudes toward radio and tv. Just as P&G finally dropped the rule that it wouldn't sponsor a tv show it didn't own, all three soap leaders are studying some of the old taboos.

One of the most important of these is the soap industry's preference for minutes. As one network official explains it, "We never got anywhere for years trying to persuade them that you can sell soap with a 20, and they wouldn't even listen when we talked 10-second spots."

The soap companies' over-riding objection to anything shorter than a 60 except in introduction campaigns) has its basis in this basic marketing rule: when your product is similar to so many others, you need enough time to point out the differences.

Now, however, soap companies are beginning to buy 20's in fringe time at night. And again, there are several reasons for this shift.

One is shorter copy. Colgate's Zest, for example, uses the theme "For the first time in your life, feel really clean." It is a point that can he made quickly, and a 20 can do it as well—if not better—than a 60. P&G's Jvory bar soap is another example; until about a year ago it had always used 60's: now it has started buying 20's.

Another reason for buying 20's in fringe nightlime is that 60's in prime night hours are becoming as scarce as a bar of Ivory in Lever House. And soap companies, according to some spot tv salesmen, don't buy fast enough or early enough to get the availabilities when they're open.

A third reason involves turnover audience. All three soap makers are so heavy in daytime to that they want to get the turnover audience which fringe time at night offers.

All these reasons, obviously, vary with individual brands. For example, P&G uses 20's for Liquid Ivory because the company feels it can capitalize on the long-established Ivory name and therefore get the message across in less time. And the Big Three has always used 20's to launch new products, usually dropping them for 60's once the product was on its feet. Because they're using many more spots, however, they still add up to more over-all commercial time.

One interesting aspect of the soap industry is the relative ability of timebuyers in the Big Three soap companies. SPONSOR's survey of both station representatives and network spot divisions has turned up these items.

The soap timebuyers vary widely in herwdness. In general, P&G buyers are rated as the smartest, even though they are often bound by P&G rules. An executive in one representative firm insists that P&G buyers have millions to spend, but little imagination in the way they spend it.

Lever timebuyers, on the other hand, use more imagination and have a freer hand, say many reps. Colgate timebuyers are getting more freedom, but of the request and the limited availabilities, that not much was left. By the time the timebuyer got the availabilities list and the time he made his decision, there was virtually nothing left at desirable times.

"The timebuyers don't listen to us when we try to help them buy spot," said this executive. "And we can be a big help if they'll let us. Even in the soap industry, too much money is being spent by people who know too little about soot television."

In terms of net tv strategy, these

#### CULLIGAN'S TWO-WAY SOAP SELL

In an exclusive interview with sponsor last week, NBC executive vicepresident Matthew J. (Joe) Culligan expounded a new advertising and marketing strategy which he feels has pertinence to all advertisers—especially to soap manufacturers.

The theory (which may develop into a full-scale sales campaign by NBC Radio) is called Engineered Circulation.

Here's the basic premise: advertise use of the product when the consumer is likely to be using it, and advertise purchase of the product when the consumer is ready to go out and buy.

In recent months, Culligan told sponsor, he has been meeting with soap advertisers (among others) to explain his idea. Here, in essence, is how he presents it:

now ne presents it:

"A soap manufacturer's worst enemy is a package of his own product sitting on the housewife's shelf. As long as it sits there, she isn't likely to buy another box.

"The idea of Engineered Circulation is to stress use of the product in radio copy just about the time the housewife is ready to wash dishes or the family wash. And stress purchase of the product about the time she's ready to go shopping.

"Imagine a housewife about to dig into the evening dishes. Just then, a radio spot asks her, 'Are your hands red and rough? Don't put them in that dishwater unless you are using Sudsy soap.' What impact that would have in moving Sudsy off the kitchen shelf.

"Then, when she's on her way to the supermarket in the morning, let your radio copy sell her on baying Sudys. By the time she reaches the soap section, she's going to head straight for Sudsy."

are still bound by company policy more than Lever timebuyers are.

Not all reps and network spot salesmen are convinced that P&G has the shrewdest buyers. A key sales executive of one network told sponsor this story.

The top timebuyer on one P&G account called the network, asking for a list of availabilities for minute spots, both daytime and night, five or six spots per market. The network man pointed out, considering the lateness are some of the changes which are taking place among the Big Three:

PkG is still numbers-oriented, buys for maximum power, highest ratings over a period of time. In terms of daytime, where PkG has no less than 13 network shows, the pattern is to buy a weekly strip. As one agencyman put it, They have the power and enough brands to do it that way, and they probably always will do it that way." PkG, which spent about \$8 mil-

(Please turn to page 76)



Who watches what? Jim Seiler, president, founder of ARB, has seen his dream grow in 10 years from \$30,000 a year to more than \$1.5 million

BEHIND THE RATINGS SYSTEMS-PART II

#### **ARB** expands its measurements

- This week begins new program of enlarging services as one-week, four-week ratings go into many markets
- Arbitron, the instantaneous yardstick, begins to furnish local dailies for Chicago; will soon report in L.A.

What ARB surveys: Television viewing, national and local.

Kinds of reports: Total national report; first and second week of each month, Local reports in about 150 markets, broken down as follows: three Arbitrons: 100 one-week, four-week; 16 monthly; 30 markets varying from one-week to one and four. (Much of

this coverage is new—see accompanying text.) Viewing times measured: Sign-on to sign-

Techniques: Arbitron, the new electronic instantaneous measurement (does not report audience composition—simply homes tuned in). Diary based on random sampling, averages more than 300 homes per market. Telephone coincidental for special overnight reports.

Extras: Annual market summaries, "A to Z Coverage Study" based on coverage of stations, printed annually.

Next week, the American Research Bureau, Inc., more familiarly known to the men who watch the tv ratings as ARB, begins an expansion of services. Most significant areas of expansion will be:

 About 100 markets not heretofore reported on a monthly ratings basis will now get both one-week ratings and four-week averages. This new service has been tested since May.

- Arbitron, the instantaneous audience yardstick, will now be used in Chicago to furnish overnight local reports on that market as is now being done in New York. This operation is ready to go. By year's end, Los Angeles also will get local Arbitron measurements.
- For about 150 markets, ARB reports will now include daytime audience composition and Monday through Friday cumulative ratings.
- A complete 1959 package is now being offered which includes along with locals, nationals and Arbitron, a multiple-market network competitive area report based on seven cities.

This expansion is symptomatic of the seemingly inexhaustible quest for more and faster information on the television audience by agencies and advertisers. It also reflects the growing interest of stations themselves in such data which they can then use either as a sales tool or as a key to programing. For example, when ARB decided last spring to introduce one-week, fourweek ratings in its non-monthly markets (first test market was Houston, in May), clients were queried on whether they actually wanted this extra measurement. Of advertisers and agencies, 95% were in favor of it; no longer would they have to wonder about what audiences were watching between survev weeks or whether the station that showed up so well during the measured week might not have thrown all its programing weight into that one period, saving its less appealing fare for the weeks when noses weren't being counted. That the buyers of ty time wanted this information from ARB was to be expected; the surprising thing-and a healthy sign-is that the majority of stations (about 75%) also were in favor of it.

For ARB, the expansion is simply another milestone along a road that stretches back to 1948 in Washington, D. C., when James Seiler left his position with WRC-TV as assistant to General Manager Carleton Smith, and with a handful of local station clients set up American Research Bureau in a small office in the National Press building, (WRC-TV is still among ARB's Washington subscripters.)

At that time, the ARB staff comprised Seiler, the president; his wife, Betty (they met during World War II when she was a Wave and he a Lt. Commander in Naval Intelligence);

#### **HOW THE DIARY TECHNIQUE WORKS**

- A typical market is about to be surveyed. From a telephone directory of that market, ARB selects a random, or "probability" sample of names. Sample is not selected on a stratified basis; just names of phone subscribers picked out between A and Z.
- 2. Sample is then sent to ARB interviewers in that market. Each of these interviewers must cover about 50 homes, explaining to the householder that he has been selected for a survey and will he keep a diary of what the family watches. ARB headquarters is notified of names of willing respondents. About 60% of families agree; 40% either refuse to take part, or fail to complete diaries.
- 3. Diaries are mailed directly to each family. Field interviewer phones again, explains exactly how diary should be kept (although printed instructions are clear). Diarists record viewing for one week, noting men, women, children watching; station call letters, times. On a separate page, diarists are asked to mention favorite commercials, etc.
- 4. At end of week, interviewer phones families to see that they've completed the record, ask them to mail it off at once.
- 5. Diaries—self-sealing return devices—are mailed directly to ARB in Maryland. Tabulating, printing and mailing of reports follow.

# Time Station Name of Program To Station Name of Program Name of Progra

ны выправил выправиться в «2007». В правительник при правительник при на принцення выправительний выправительн

Marian Schon, Seiler's secretary (she still is), and Kenneth Aurich, tabulation director (he still is). They measured tv viewing in one market only—Washington.

Today, the handful of subscribers has swelled to an impressive 528 which breaks down as follows: the three tv networks, 79 advertising agencies and sponsor companies (ARB claims 45 of the top 50 agencies in this list) who subscribe to the complete package, 172 agencies and clients who subscribe to one or more ARB services, and 314 television stations. Measurement coverage has been extended to some 150 markets.

The staff, not including field supervisors in the ARB markets, has grown to about 250 spread between the headquarters office in Beltsville, Md., and the ARB offices in New York, Chicago and Los Angeles. Gross dollar volume in the first year of ARB was about \$30,000; this year it probably will exceed \$1.5 million.

In 1950, ARB turned out its first national tv report. Meanwhile it was adding new markets until, by 1952, it was in six—Baltimore, Philadelphia, New York, Chicago, Detroit, and home base—Washington. At this point, Seiler decided that no national picture of tv viewing could be close to complete without reports from the West Coast.

So he took a trip there with a view toward opening up that area, only to find when he arrived that at v research firm was already in operation in the Los Angeles-San Francisco markets. This was Telecue, about which Seiler had never heard. Telecue had never heard about ARB on the East Coast either.

The Telecue operation had been set up by a firm called Coffin, Cooper & Clay. All the partners were relative voungsters, a few years out of Whitter College in California. The Coffin was Joe Coffin, a brother of Dr. Tom Coffin who heads up research at NBC TV. The Cooper was Roger Cooper and the Clay was Ernest Clay. A prominent part of Telecue, but one whose name didn't figure in the partnership title was John Landreth.

Both research firms realized that if ARB set up a West Coast survey they would only be duplicating each other. So Seiler bought out Telecue. This was one of the high points of ARB expansion. Not only did ARB gain new markets, it picked up what it sorely lacked at that time-personnel. The only one of the Telecue principals who didn't join ARB was Coffin who has since become a research consultant. Roger Cooper is ARB's station relations manager and manager of local sales. Ernest Clay is head of development and research. John Landreth, who had been president of Coffin, Cooper & Clay, is general manager of ARB.

In Landreth, Seiler found his ideal counterpart. Where Seiler is strong in salesmanship, company policy matters, and planning, Landreth is an expert in internal organization. The result was a company set-up which-by now—structurally at least—resembles General Motors. At ARB, every department is an autonomous division with

its own profit-and-loss sheets. The Diary testing department, for example, is like a single product line such as Chevrolet. It negotiates a yearly contract with Tabulating department for its services; it is up to Tabulating to see that it shows a profit on its work for Diary. If it winds up the year in the black, there is a bonus. But an error, for instance, on the part of Tabulating will draw a financial penalty. In theory, each department or service is in competition with the other, but Sales department still calls the shots in recommending one type of technique against another.

The next big period of expansion for ARB came in 1953 and 1954 when it went from 12 to 60 markets. In 1955, it took over the television end of Hooper rating service, started about two years before. The move was a good one for both ARB and Hooper. ARB grew larger still; Hooper was free to concentrate on his first love—radio.

Probably the last significant growthjump (until the new announcement of this week) came late in 1957 when ARB unveiled the aptly-named Arbitron—an answer to the impatient adman's prayer. Covering the New York market since then with daily local reports, it is about to be turned loose in Chicago and Los Angeles. Seiler believes that if demand for this service is insistent it may extend into 10 to 20 markets within the next few years.

#### THE RATINGS SERIES

This series which began last week is scheduled in following issues:

The Pulse (last week)	20 Sept.
ARB (this week)	27 Sept.
Trendex	4 Oct.
C, E, Hooper	11 Oct.
Videodex	18 Oct.
A. C. Nielsen	25 Oct.

At the time ARB took over Telecue, it had moved from its tiny quarters in Washington to a farmhouse out of town. Last fall, the new headquarters was completed—a modern research lab on an Il-acre tract in Belsville; cost so far about \$170,000. At this moment, architects are drawing up plans for an administrative wing, and in the years ahead a lot more buildings are envisioned for the ARB center.

Meanwhile service to stations and advertisers is being planned by Clay's development and research group; at least eight new services for the industry are at the drawing board stage.

ARB, like all ratings services, is not without its critics. Among the chief criticisms, leveled at its basic techniquethe "supervised" diary method-is that there is no way of measuring an audience at chainbreaks, whether they switched channels ahead of or after the commercials, or whether they ever consciously saw a commercial at all. The other bandillero thrust into the shoulders of the diary technique is the doubt that diarists are either conscientious or accurate. (The answers of ARB to such critiques will be answered below.) The thing that must be remembered, despite the fact that ARB is practically synonomous with diary is that the service actually offers three techniques of measurements:

• Diary, (See box on page 37 for details.) This method has been used by ARB for nine years, is its mainstay. The biggest rebuttal ARB offers critics of the method is that in questionable cases it has been checked and rechecked, tested and re-tested against other methods and results have justified the original diary approach. That television viewers may refuse to keep or fail to keep a diary of what they watch is something ARB has taken into consideration. They know that about 40%

(Please turn to page 75)

Instant ratings: Jack Gross, ARB's N. Y. manager, demonstrates new instantaneous Arbitron



Once upon a time, advertising agencies began trading personnel just the way major league baseball teams do. And like the majors, they had a farm system, scouts, and even a world series. Here, in this SPONSOR fantasy,

is the remarkable story of . . .

The timebuyer
who
struck out



By E. A. Chambers

Radio/tv copywriter Anderson & Cairns

It was late September, and a rainy day in New York. High above Madison Avenue, five men sat around a table discussing trades for the upcoming world series.

The advertising pennant race had been an exciting one down to the wire. Only a few days before, McCann-Erickson had moved into first place with a new victory in the accounts won column, and was now just a shade ahead of Leo Burnett.

The men at the conference table all knew why McCann was ahead. After all, the New Yorkers with their farm system had power in depth at every position. Burnett, at the same time, was moving up fast. They had come up with two sensational rookies: a hot shot copywriter from the Triple-A league, and a lefthanded account executive with plenty of stuff on the ball.

But now, only a week before the scries, both McCann and Burnett were jockeying for position. Only four percentage points behind, Burnett was looking for a tv producer for extra bench strength, and McCann had just the man. McCann, too, wanted to prepare for the series. Old Marse Marion would give his psych degree for a switchhitting timebuyer, one that could buy network as well as local.

And there was none better than Yogi Farragut.

In II years with Burnett, Yogi had rewritten the record books. He was the first triple-spot timebuyer the game had ever known. Who could ever forget that fabulous night in Minneapolis when Big Farragut's triple play galvanized the whole advertising world:

vanized the whole advertising world: 9:29.40—WHAM! A 20-second spot for Marlboro.

9:30.00—WHAM! An ID for Kel-

9:30.10-WHAM! A Joy spot.

McCann wanted Farragui, and wanted him badly. They were willing to swap "Mudeat" Max Grant, the producer with a 23.7 Nielsen average for the season. As negotiations proceeded, Marse Marion agreed to throw in a utility art director. But it still wasn't enough; the latlooed brawlers from the Windy City wanted more for Yogi Farragut.

Outside in the hall, a Burnett v.p. waited impatiently for a phone call. At 4:45 it came. It was Chief Whitehorn, the eagle-eved Burnett scout and

a great account man in his day. The Burnett v.p. waited anxiously for the word.

"Me sign kid up," reported the Chief. "Fifty grand and three year contract. Kid has heap big voice, dial telephone with either hand, knows when a rep is throwing high hard one. Natural born timebuyer—loves martinis, hates vermouth. Kid named Rudy "Cost-per-1,000" Prosciutto. Majored in Standard Rate & Data at UCLA. Go ahead trade Farragut."

It took 10 minutes to wrap up the trade, and within an hour Farragut was packed and on his way to McCann's Lexington Avenue vivarium.

It wasn't until the day of the first series game that McCann learned what Burnett had known all along. The NAB was blowing the whistle on triplespotting; it was going the way of the spitball.

Yogi, a veteran of the old rough and tumble school of time-buying, made only one appearance at the plate and struck out. He retired from baseball, and is now making a comfortable living in Florida selling bootleg Volkswagens.

The series? Neither McCann nor Burnett won it. They went out to lunch at Rattazzi's the day before the series started, never came back.

#### WHERE'S "MADISON AVENUE" GONE TO?

Three out of four new advertising headquarters shift to Park, Lex and Fifth—away from Madison Avenue

Y ou can't tell Madison Avenue without a map anymore. "The street" today is as much Park or Fifth as Madison. Look at agencies that moved in the last two years: fewer than one in four signed Madison Avenue leases. To keep track there's a list of new agency addresses in the next column.

SPONSOR's geographical study of New York agencies revealed an explosion that's happened in the last few years— East as far as Lexington and West even to Sixth Avenue. The North-South boundaries of the ad center have been unchanged: 37th street to 60th street.

Despite the scattering, Madison Avenue is still the axis of agency locations and is the single most common address. Fifth Avenue is second, followed by Park Avenue and the shops on sidestreets between Madison and Fifth. Next are West-of-Fifth agencies, mostly around Rockefeller Center, with East-of-Park addresses smallest in number.

Agencies in the Forties—conveniently mear Grand Central—outnumber agencies in the Fifties by two to one. The center-of-gravity of today's agency locations (the address of the "average" agency) is a few steps from the corner of 46th and Madison.

Office managers of major agencies deny there's any deliberate motive for a Park or Fifth address instead of one on Madison. It's merely that agency expansion created a crying need for 1) more space—2) additional facilities—and 3) modern building services. Midtown building booms along Park and Fifth Avenues were first to meet these demands with newly designed and constructed facilities such as the Tishman and Segaram Buildings.

Although Madison Avenue has lost the majority of agency leases, it will undoubtedly continue as the hub of agency activity for a long time to come. "Along Madison Avenue" is now another idiom of admen's language the basis of which has been swiftly changed by time. Here are some of the important agency address changes of the last two years:

Ted Bates	
606 Fifth at 53rd	JU 6-0600
Benton & Bowles	
666 Fifth at 53rd	JU 2-6200
Caples	
10 E. 40th	MU 4-6800
Compton	
625 Madison at 58th	PL 4-1100
Robert Conahay	
261 Madison at 39th	MU 2-5645
Doherty, Clifford, Steers & Shenfield	
530 Fifth at 44th	YU 6-6500
Geyer	
595 Madison at 57th	PL 1-3300
Hockaday Associates	

201 E. 57th	MU	8-9250
Huber Hoge		
626 Broadway	GR	7-8480
Lawrence Kane & Artle	y	
405 Park at 54th	PL,	1-4120
C. J. LaRoche		
575 Lexington at 50th	PL	5-7711
McCann-Erickson		
485 Lexington at 46th	OX	7-6000
Emil Mogul		

Emil Mogul 625 Madison at 59th	TE 8-7100
Oliver-Beckman 120 E. 56th	PL 3-7820
Ross Roy 214 E. 31st	MU 5-1439
Frank P. Sawdon	PL 1.4646

Warwick & Legler	
375 Park at 52nd	PL 1-4700
Wexton & Co.	
444 Madison at 49th	MU 8-4050

#### Radio buil

ℰ House of Sight & Sound has built \$1 million annual volume in musical instruments, hi-fi, records. Local radio, used consistently, is given credit for a seven-year. 100% sales gain by California firm

A full-scale promotion on radio early next spring will mark an anniversary of sorts for The House of Sight & Sound in Van Nuys, Calif. It will be the seventh consecutive spring promotion for the firm which specializes in retail music—from phonograph records, hi-fi and tv sets, to musical instruments and music lessons.

Each of these annual spring promotions uses the same pattern: heavy advertising on a local radio station, leading up to the event, and culminating with a remote from the store itself. The importance of radio in the promotion is easy to understand, since Jerry Johnson, the firm's president, gives radio principal credit for the store's growth.

And grow it has. In 1952, the store's first year in business, it grossed \$100,000. This year the volume will come in above \$1 million, not only a ten-fold gain, but a high frequency level of sales for what are, basically, luxury items.

The story of the growth of The House of Sight & Sound provides an excellent example of selecting the right medium, in this case radio, and then using it in a sufficient measure and with ingenuity to realize the full potential of its sales ability.

It began differently. "Announcements of our opening in 1952 were all in print media, mostly newspapers," recalls Johnson. "As soon as we began supplementing our campaign with radio, it didn't take us long to discover that we had gotten off on the wrong foot. It's been radio ever since."

S&S deploys its radio budget in two ways. It maintains a consistent and extremely heavy schedule year-round. To this it adds several regular promotions throughout the year.

#### 11 million sales for music store

As an example of the store's regular pattern, consider its activity this past summer. Schedules were maintained on two stations; the heaviest on KMPC, Los Angeles. No less than 20 quarter-hour shows weekly were run, scheduled every day, around the clock.

One time slot is constant: 12:05 a.m., seven days a week, at the top of John McShane's all-night show. Monday through Friday there is a set slot at 6:30 p.m. On Friday a quarter hour is added, beginning at 8:05 p.m. Saturday four 15-minute slots are used (three between 12 and 1 p.m., one at 6:45 p.m.) and Sunday has three quarter hours—one at 9:30 a.m., two between 6 and 7 p.m. Even more segments will be added next month when the station's baseball games are off.

The other Los Angeles station used, WFAC, is an am-fm operation specializing in classical music programing. The current schedule calls for one hour a week, 10-11 p.m. on Sunday.

The strategy of Sight & Sound's campaign on this station clearly demonstrates the adaptability of radio, not only for performing various sales jobs, but in creating intangibles, such as atmosphere and an image.

The store believes that classical music will make a "comeback" in 1959, and intends to be prepared with the "best and the newest." One of the factors behind the surge is expected to be the technical development of binaural recordings and reproducing equipment.

"Extensive use of fm has been delayed until the medium could offer us something no other medium could," explains account executive John Bainbridge, general manager of Tilds & Cantz, Los Angeles agency.

Now, though, KFAC is preparing its broadcasts equipment to permit stereo broadcasts, via am and fm, this fall. "Being able to sponsor a binaural broadcast using stereodises," continues Bainbridge, "will provide an advantage that should result in direct, and measurable sales."

The regular show now on KFAC has the purpose, Johnson reports, of "making the show an already established listening habit" when the binaural broadcasting begins this fall.

Radio has, demonstrably, proved its value in building The House of Sight & Sound over the past six years, and



Discussing new radio strategy with Jerry Johnson, Sight & Sound president, seated, are, (1 to r), John Bainbridge, Tilds & Cantz a.e.; KMPC's salesman, Jack Mulligan and d.j. Bill Stewart

has done it in two ways. The first is the matter of the growth in dollar volume, supported by a similar record in physical growth. In what has amounted to an annual addition, the store has grown from 5000 square feet in 1952 to 14,000 now. On schedule, more will be added by next spring.

The second proof occurs regularly; whenever the store chooses to hold a special-tiem sale or a larger promotion. As an example of the former Bainbridge cites a situation that occurred recently. On one of his 6:30 p.m. strips, d.j. Bill Stewart offered a 99\(\xi\) LP special, and played selections from it. By 9 p.m. 120 copies, all the store had in stock, were sold. Many people came from miles away "even though they could have bought the same record for about the same price just around the corner," he adds. The same special, a week or so later, had comparable results.

"Without a doubt," Johnson believes, "radio has been a major factor in our successful growth. It provides us with numerous benefits, for instance protection. We are assured a 45-minute clearance from any advertising that might conflict with our products, while in newspapers our ad might be adjacent to a doubte truck for a competitor.

"But beyond that," he adds, "we can, and have, used radio to build an image, and atmosphere, and, most important, sales. No other medium could have served us as well."



## How TIMEBUYERS get from here to there

? How do we move the goods?



1. By plane (two of 'em). Air media come first of course in smart agency planning



3. By boat (it's the old saturation technique)



2. By bus (ask Steve A)

4. By horse (for kicks)



5. By hand (somebody else's)



transportation pattern in recent Michigan trip. . . . Used planes, buses, boats, carriages, rickshaws, in special market survey of Flint, Saginaw, Bay City, and Mackinae Island area

✓ 47 New York and Chicago agencymen set new 'all-media'

and it to a timebuyer to get there somehow! Intrepid members of the media profession used nearly every known means of public transportation (except yak-back, camel-back, and dogsled) in a recent market study trip arranged by Station WYEM-TV, of Flint, Saginaw and Bay City, Michigan.

Forty-seven sharp-eyed agencymen (and women) from New York and Chicago converged on Flint, Michigan via specially chartered United Airlines planes, as guests of James Gerity, Jr., president of WNEM-TV.

First event was practically curbservice research, since WNEM-TV's headquarters are right at the airport. But then the hegira climbed into high gear. Timebuyers were hustled into Greyhound buses, given the gold-plated tour of Flint (including Chevvy and Buick plants), taken back to their two planes and flown to Tri-City Airport which serves Saginaw, Bay City and Midland. A quick bus-ride look-see at these three bustling industrial markets was followed by luncheon at the Hotel Wenona with an address of welcome by Governor G. Mennen (Soapy) Williams of Michigan.

Thence, the hardy travelers re-bused to Tri-City Airport, flew to Pelston, 400 miles north. There, with another assist from Greyhound they romped on a 26-mile jaunt to St. Ignace, over the 6-mile long Mackinac Bridge. At St. Ignace, they boarded steamers for the 50-minute trip to Mackinac Island, the Bermuda of the Great Lakes, and even freer from automotive transportation. Mackinac's famous horses and carriages hauled them gently up the slopes to the Grand Hotel, approximately one mile away.

There they spent the next 24 hours as guests of WNEM-TV. Entertainment included a dinner dance, golf, swimming, tennis, plus carriage tours (more transportation!) to Fort Mackinac, seene of Northwest Passage exploits, and other historic island spots.

It is rumored that cocktails were served

Entire proceedings took two days, with Chicago and New York contingent leaving Mackinac Island at 4:00 p.m. 11 Sept. for the return (carriage to boat to bus to plane) jaunt.

New York timebuyers who made the trip included Betty Leckner, Roger Clapp, Alan Yoblon, B&B; Hope Martinez. BBDO: Paul Reardon, John Catanese, Bates: Beth Black, Cohen & Aleshire: Bob Welty, JWT: Frances Velthuys, D'Arcy; Betty Powell, Geyer; Frank Gromer, FC&B; Murray Roffis, Virginia Conway, McCann; Bill Smith, L&N; Bob Widholm, DCS&S; Ethel Wieder, Compton; Charles Buccieri, Warren Bahr, Tom Comerford, Y&R: Lucy Kerwin, K&E: Vera Brennan, SSC&B; Edna Cathcart, Mathes; Rose Vitanza, Mathes; Inez Aimee, Norman Craig & Kummel; Bernie Ramussen, FS&R; Dan Kane, Ellington; Walter Teitz, DF&S; Eugene Grealish, Bryan Houston; Sam Gill, Fletcher D. Richards

Chicago timebuyers: Ruth Babick, Ludgin; Hal Bennett, Wherry, Baker & Tilden; Helen Davis, Clinton E. Frank; Don De Carlo, Needham, Louis & Brorby; Irene Hesse, Holy Shively, EWRR; Bill Kennedy, McCann; Geneview Lemper, FC&B; Kay Knight, Gordon Best; Peggy McGrath, Marian Reuter, Y&R; Harvey Mann, Kastor; Celia Odziomec, Compton; John Rohrbach, JWT; Armella Selso, North Advertising; Evelyn Vanderploeg, Meyerhoff.

## FOOTBALL SPONSORS SPENDING \$13 MILLION ON TV AND RADIO NETWORKS THIS SEASON

Grid's male-appeal draws auto, beer, cigarette, oil ads

Network football now brings in almost as much business in its short season as boxing, the biggest net sport, earns all year. And trade insiders say football is on its way towards taking over as the top net sports attraction.

In 1958, football—Sunday progames. Saturday college games, and post-season bowls—on tv and the webs will climb to more than 25% of sports income. It's a \$13 million annual business—without tallying millions more in local broadcasts. Compare the leading network sponsors and shows in \$PONSOR's chart below.

What's behind the upsurge in football advertising?

- It's the programing to reach an adult, male audience
- Actuality of the competition adds conviction
- Show is long and total audience is large
- Rehearsals, other preparations aren't needed

Kicking off the return of automotive money to network sports is Pontiac's buy of the Notre Dame games on ABC Radio. Other Detroit buying is expected to follow.

Largest of the sports advertisers, Gillette, spends more than 90% of its 87 million budget in broadcast sports. This includes the Rose Bowl and Blue-Gray games on NBC TV and Radio.

Male conscious Marlboro shares CBS TV's Pro Football Game of the Week with sports-minded Falstaff, (Latter's local football buys include schedules of the Los Angeles Rams and San Francisco '49ers.) Amoco is among the other regional network sponsors of the CBS TV games, and men's toiletries Rise and Arrid Spray bought pre-game shows.

NCAA College Football on NBC TV is sold to Gulf Oil, Bayuk cigars for Phillies, Libby-Owens-Ford for safety glass and Thermopane, and Sunbeam. ABC TV added to the list of maletarget advertisers with its recent sale of the All-Star Game to L&M cigarettes, Mennen and Carling.

	'58 network football s	ponsors								
	TV	RADIO								
АВС	*ALL-STAR GAME L&M, Mennen, Carling	NOTRE DAME SERIES Pontiac								
CBS	*PRO FOOTBALL "GAME OF THE WEEK" Marlboro, Falstaff, Amoco PRE-GAME SHOWS Rise, Arrid Men's Spray	*PRO FOOTBALL GAMES {19} General Cigar								
NBC	NCAA COLLEGE FOOTBALL Culf, L-O-F, Sunbeam, Bayuk ROSE BOWL, BLUE-GRAY GAME Gillette	GAMES ON "MONITOR" (2) Clinton outboard motors								
*8	*Sold on multi-regional basis.									

#### Spot tv moves 'em faster, cheaper



An observer of spot tv spending, looking at the Drug Research Corp., New York advertising budget for the second quarter of this vear, would be

hard put to document any recession. During that period DRC's investment in spot tv, according to TvB, jumped almost 900% over the same months the year before. The figures: \$3,200 for the second quarter of 1957; \$717,200 for the same months this vear!

All of this spot tv allocation went for Regimen, a weight-reducing tablet. It does not cover the company's other products: Sustamin, a tablet for the relief of arthritis and rheumatism, as well as two new products: Insta-Pep, a vitamin-mineral formula for immediate pickup, and Jandrex, a combination sleep-wake-up tablet that will, DRC says, help ease the user to sleep at night, spur him awake the next morning. The last two have not yet achieved national distribution, and are advertised in 13 markets only.

To say that DRC is sold on the efficacy of spot tv is to understate the case. Regimen, the company's current product leader, was introduced only 18 months ago, into a market already highly competitive. The odds for success then would seem to have been slight, since there were already at least three established products claiming similar benefits.

Yet today, a year and a half later, Regimen is the leading product in the weight-reducing field. And, instead of being overcome by competition, it has pretty well outron it all. "The competition has tried, but it just hasn't been successful," reports John Andre, DRC president.

DRC does not reveal its total budget figure, though it has been estimated at about \$5 million. A large percentage of the total ad budget (probably approaching 50%) goes into co-op advertising with drug chains, for tv, radio and newspapers, and to retailers. for newspapers. Of the remaining half for newspapers.

♥ Drug Research Corp.'s 1958 rise in air media budget allocation was one of the sharpest recorded

Company now ranks 34th in spot tv expenditure, is investing currently at a rate of \$3 million plus a year

more than 50% goes into air media, about 25% in newspapers, the balance divided between national and trade magazines.

In its air media appropriation, which sponson estimates to be at rate at about \$240,000 a month, Drug Research divides its appropriation about 98% to 2% radio. "We use radio only rarely, and then to supplement, or in a few cases to substitute, for tv," explains George Bailey, account executive at Kastor, Hilton, Chesley & Clifford.

The decision to put the bulk of the budget into spot tv, since justified by market standing, was made early in 1957 when Regimen was introduced. The agency selected six markets that had proven themselves previously with other products, and conducted a three-way media test: newspapers alone, newspapers and radio, and newspapers and tv. The last was by far the most successful, the company reports, and showed an immediate sales result.

Like other patent drug manufacturers, Drug Research Corp. is closemouthed about the subsequent strategy that made Regimen such a success. However industry observers, and others familiar with traditional drug marketing practices, report the following pattern.

Having established that spot tv was the medium, the next test in introductory markets, concerned commercials. Several were tried; when a promising version was found it was further refined by testing such things as a money-off certificate available by writing in.

How well did the final version work? The commercial was run for as long as six months or more in a single market, without any apparent sales fall-off. The company does not, apparently, believe in spending a lot of money for film and a variety of commercials, preferring instead to test appeals first, then make a good commercial. A sales story that's well done,

and believable, can get best effect with one or two commercials a year, the industry reckons.

\*The main commercial, sponsor viewers report, has featured Lester Morris, a rotund announcer who is remembered as the pitchman for Roto-Broil a few years back. The commercial was filmed in two takes. The first brings Lester on camera, identifying himself and noting his weight is 270 pounds. The second part, filmed 30 days later, features Lester again, this time talking about a 28-pound loss.

The problem in selling this type of product, observers say, is believability. Regimen is not inexpensive (\$3 for a 10-day supply) so it has to present a story that is sufficiently convincing and carries a strong enough promise

to justify trying it.

The buying schedule appears to be similarly scientific. The basic intent is saturation with spots. The number used depends, of course, on market conditions, but ranges from about 10 to 50 spots a week, media men say. The saturation effort is maintained as long as sales justify. When the market potential is approached, budget cuts begin, first newspapers, then tv.

The initial entry seems to be based on a study of the market potential, with a buying power index. After deciding what expenditure the market can justify, the schedule is placed. The sales-advertising ratio is re-evaluated after eight weeks, and adjustments are made accordingly, observers report.

Because both men and women are potential customers for Regimen, time and program selection is flexible, with the exception, obviously, of children's shows. Spots are bought as a package, run around the clock, and have appeared in such diversified surroundings as wrestling, movies and d.j. shows.

Spot tv has shown two things to DRC. It has shown product benefits to make a convincing sales story, and it has shown a remarkable sales return on the advertising investment.

#### Net tv tally: prices up, dramas down

- SPONSOR estimates of fall average show costs: prices up for dramas, westerns, adventures, situation comedy
- ♥ Decline in half-hour, hour dramas and half-hour music-variety; more westerns, comedy-variety, mystery

A striking decline in the number of dramas headlines the highlights of this season's network ty schedule.

This was apparent as the final facts and figures on fall programing, including estimates of show costs by sponsor, were tabulated.

However, while there are fewer dramas, they are more expensive. The half-hour format is costing advertisers an average of 25% more. The hour dramas are up about 28%.

Other highlights:

Situation comedies and westerns

remain the most popular types among clients and networks.

- · Prices in general are up.
- The emphasis on the half-hour music-variety show has gone. However, a combination of this type and the half-hour comedy-variety show, brings the total to about the same as last

Here's a further comparison of changes in show categories and costs this season, compared to last:

Last year the seven one-hour dra-

mas came to an average cost of \$49,000; this year, only three are scheduled (with two on an alternateweek basis), averaging \$63,000,

Last year, 12 half-hour dramas were on the screens, with an average cost of \$33,000; this year, the number is cut to five, while the average cost is upped to \$41,400.

Last year, the 11 half-hour music variety shows averaged \$43,800; this year the four planned are at \$36,500, while the five half-hour comedy-variety shows have an average cost of \$52,600.

Situation comedy is down to 15, at \$40,000; last year it numbered 18 at \$37,900.

Last year, 10 half-hour adventures were scheduled, averaging \$31,000; this year it's nine and \$35,000 respectively, along with seven half-hour mysteries at an average cost of \$36,000.

#### 1. THIS MONTH IN TELEVISION

#### Network Sales Status Week Ending 27 September





#### AVERAGE COST OF NETWORK SPONSORED PROGRAMING

Cost	Number	Cost	Number	Cost	Number	Cost	Number
Half-hour 6	comedy-var. 5	Half-hour \$41,400	drama 5	Situation 6 \$40,066	comedy 15	Hour musi \$111,875	c-variety 4
Half-hour \$36,500	music-var.	Half-hour :	ndventure 9	Qui:	z 11	Half-hour \$39,450	western 14

Averages are as of September. All programs are once-weekly and all are nighttime shows

#### 2. ALPHABETICAL PROGRAM INDEX

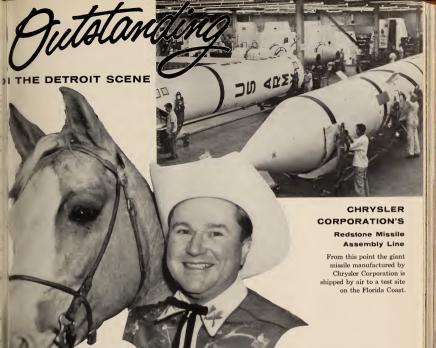
#### Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	COST	SPONSORS AND AGENCIES			
Alcoa-Goodyear Theater:	39,000		PROGRAM	COST	SPONSORS AND AGEN
Dr-F	37,000	Alcoa, FSR; alt Goodyear, YGR	Zane Gray: W.F	45.000	S. C. Johnson, NCGB; General
*Steve Allen Show: V-L	108,000	Greyhound, Grey; DuPont, BBDO; Polaroid, DDB; U. S Time, Peck;	Peter Gunn: My-F	38,000	Bristol-Myers, DCSGS
Anybody Can Play: Q-L	21,000	Norelco, LaRoche; Zenith, FCGB  R. J. Reynolds, Esty	Gunsmoke: W-F	40,000	LGM, DFS; Sperry Rand (1 wk
Armstrong Circle Theatre:	48.000	Armstrong Cork, BBDO	Have Gun, Will Trave!: W.F	38.000	Whitehall, Bates; alt Lever, JV
Dr-L Bachelor Father: Sc-F	(alt wks)		Hitchcock Presents: My-F	39,000	Bristol-Myers, Y&R
Alt Jack Benny: C-F	42,000 65,000	Amer Tobacco, Gumbinner Amer Tobacco, BBDO	1 Love Lucy: Sc-F	25,000	Pillsbury, Burnett, Clairol, FCG
Behind Closed Doors: A-F	38,000	LGM, Mc-E; Whitehall, Bates	I've Got a Secret: Q-L	27,000	R. J. Reynolds, Esty
Bold Journey: A.F	9,500	Ralston Purina, GBB	Jubilee U.S.A.: Mu-L	12,500	Williamson-Dickie, Evans & A
Brains and Brawn: Q-L	45,000	Chesterfeld Mc-E	Lassie: A-F	37,000	Campbell Soup, BBDO
Milton Berle: C-L	50,000	Kraft, JWT	Law Man: W-F	38,000	R. J. Reynolds, Esty
Pat Boone: MuV-L	45,000	Chevrolet, Camp-Ewald	Leave It To Beaver: Sc-F	36.000	Miles Lab, Wade; Ralston, Gar
George Burns Show: Sc-F	40,000	Colgate, Bates	Line-Up: My-F	34,000	PGG, YGR; Brn & Wmsn, Bate
The Californians: W-F	37,500	Singer Sewing, YGR; Lipton, YGR	M Squad: My-F	31,000	Amer Tobacco, SSCGB; alt av
Steve Canyon: A-F	44,000	LGM, Mc-E	Man With A Camera: A-F	26,000	General Electric, BBDO
Cavalcade of Sports: Sp-L	45,000	Gillette, Maxon	Perry Mason: My-F	25,700 (20 min.)	Van Heusen, Grey; Gen. Foods 66 Parliament, Burnett; Good YGR; Sterling, DFS
Cheyenne: W-F	78,000	Harold Ritchie, Atherton & C.; Na- tional Carbon, Esty	D. M. W. W.	38,000	
Dick Clark: Mu-L	14,500	Beech-Nut Lifesavers, YGR	Bat Masterson: W-F		Kraft, Sealtest; JWT
Perry Como: V-L	*Perry Como: V-L 120,000		Maverick: W-F	35,000 (½ hr.)	Kaiser Companies, Y&R
Note Commission Street So P		Kimberly-Clark, FCB; Noxzema, SS C&B RCA & Whirlpool, K&E Sun- beam, Perrin-Paus; Amer Dairy, Campbell-Mithun; Knomark, Mogul	Meet the Press: I-L	7,500	Pan American Airways, JWT
Bob Cummings Show: Sc-F	36,000	R. J. Reynolds, Esty	Millionaire: Dr-F	37,000	Colgate, Bates
John Daly—News	6,000	Whitehall, Bates; Lorillard, LGN	Garry Moore: V-L	59,000 1/2 hour	Revion, LaRoche; Kellogg, B Pittsburgh Plate, Maxon
December Bride: Sc-F	32,000	General Foods, BGB	Arthur Murray: V-L	30,000	P. Lorillard, LGN
Derringer: W-F	38,000	S. C. Johnson, NLGB	Music from Manhattan: Mu-L	17,000	Manhattan Shirts, Peck
Desilu Playhouse: Dr-F	82,000 (Average)	Westinghouse, Mc-E	Naked City: My-F	37,000	Brown & Wmson, Quaker Oats #8
Walt Disney Presents: M-F	57.000	Hill Bros., Ayer; Kellogg, Burnett;	Name that Tune: Q-L	23,000	Whitehall, Bates
Dragnet: My-F	(½ hr.) 35,000	Reynolds Metals, Buchanan: Frank L&M, DFS; Schick, B&B	Northwest Passage: A-F	48,000	RCA, KGE
Wyatt Earp: W-F	38,000	Gen Mills, DFS; P&G, Compton	Ozzie & Harriet: Sr-F	48.000	Kodak, JWT; Quaker Oats
Doug Edwards News: N-L&F	9,500††	Whitehall, Bates; Good Year, YGR	Patti Page: Mu-V-L	40,000	Oldsmobile, Brother
Father Knows Best: Sc-F	38.000	Scott Paper, JWT: Lever Bros, JWT	People Are Funny: M.F	24,000	R. J. Reynolds, Esty; Toni, Nor
Fight Beat	3,000	Bristol-Myers, DCSGS	Person to Person: I-L	38.000	General Foods, B&B
Eddie Fisher: V-L	98,000	LGM, Mc-E	Playhouse: Dr-F	38,000	Schlitz, JWT; Lux, JWT
Ford Show: CV-L	38.000	Ford, JWT	Playhouse 90: Dr-L&F	45,000 ½ hr.	Amer Gas, LGN; Kimberly and FCGB; Allstate, Burnett
Further Adventures of Ellery Queen: My-F	27.500 (1 <sub>2</sub> hour)	RCA, KGE; alt open	Plymouth Show (Lawrence Welk): Mu-L	24,000	Plymouth, Grant
G.E. Theatre: Dr-F	51,000	Gen Elect, BBDO	The Real McCoys: Sc-F	36,000	Charle may
Jackie Gleason: C-L	58,000	Pharmaceuticals, Parkson; Lever	Donna Reed Show: Sc-F		Sylvania, JWT
*George Gobel: CV-L	98,000	RCA & Whirlpool, K&E		53,000†	Campbell Soup, BBDO; Shulton les
Arthur Godfrey: V-L	31 000	Toni, North; Pharmaceuticals, Park-	Restless Gun: W-F	37,500	Sterling, DFS, alt P&G, Compte
			Rifleman: N-F	36,000	Miles, Wade; Ralston Purina, Ganti PGG

\*Color show, (L) Live, (F) Film, †\*Cost is per segment. List does not include sustaining, participating or coop programs—see chart. Costs refer to average show costs, includes talent and production. They we gross (include 15% agency commission). They do not include commercials or time charges. This list covers participation of the commission of the contract of the

27 Sept. 24 Oct. Program types are indicated as follows: (A) Add (Au) Audience Participation, (C) Comedy, (D) Documentary, (De) Dass Interview, (J) Juvenile, (M) Misc., (Ms) Music, (My) Mystery, (N) Net (Quix., (S) Serial, (Sc) Situation Comedy, (Sp) Sports, (T) Variety, (W) War

Listing continues on page 4



"SAGEBRUSH SHORTY"
"Detroit's Favorite Kiddie Star"

Sagebrush Shorty completely dominates his competition seven days a week, (Monday through Friday 8:45 AM to 9:25 AM) (Saturday 10:30 AM to 11:00 AM) (Sunday 11:00 AM to 12 Noon) Chatting with his small fry guests, spinning yarns and presenting Top Cartoons in the 1,900,000 TV homes served by WJBK-TV.

Represented by THE KATZ AGENCY, Inc.

# "Famous on the local scene" WIBK-TW CHANNEL 2 DEFERRIT

One in a series of local personalities and features complementing the fine CBS Program lineup, that make WJBK-TV a vital force in Detroit.

Basic CBS \* 100.000 Watts \* Full color facilities



Storer Television

WJBK-TV Detroit WAGA-TV Atlanta WSPD-TV Toledo WJW-TV Cleveland

National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1



## COMPA

	1	SUNDAY		ı	MONDAY	<u> </u>	1	TUESDAY	Y
п	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
0									
5		Small World Renault Motors O. Mathleson	Meet The Press						
٥			Outlook						
5		Twentieth Century	Swiss Family Robinson		D Edwards	News		No net service  D Edwards	News
٥		Prudential	Rexall		sust	gust		Whitehall	sust alt Carter
			10.10.10.10.10.10.10.10.10.10.10.10.10.1					No net service	
5	ou Asked for It Skippy Peanut Butter	Lassie Campbell Soup	Mark Saber sust	News	No net service D Edwards	News	News	D Edwards Whitehall	News (repeat feed)
0	Damer			sust	sust (repeat feed)	sust (repeat feed)	auit.	(repeat feed)	
5	Maverick Salser Companies	Bachelor Father	Northwest Passage	Jubilee U.S.A.	Name That Tune		Cheyenne Harold Ritchie	Stars in Action	Dragnet
	Drackett (7:30-8:30)	ack Benny Am Tob	RCA	(7:30-8:30) Williamson - Dickie	Amer Home	Tic Tac Dough	Nat'l Carton (alt wks	Bust	Bulora
٥			Steve Allen				7:30-8-30)		Eddie Fisher
5	Maverick	Ed Sullivan (8-9)	Greybound DuPont	Jubilee U.S.A.	The Texan Brown & Wmsn	Restless Gun Sterling Drug	Sugarfoot (alt wks 7:30-8:30)	TBA	L&M (alt weeks; 8-9
٥		Mercury alt Kodak	Polarold Norelea, Zenith			alt P&G	Am Chicle, Luden's		George Gobel RCA alt Whilron
							Wyatt Earp	To Tell the Truth	
5	Law Man  3. J. Reynolds	Ed Sullivan	Shirley Temple Nat'l Dairy, Hill	Bold Journey Raiston-Purina	Father Knows Best Lever alt Scott	Wells Fargo Amer Tobacco alt Buick	Gen Mills alt P&G	Carter alt Marlboro	Fisher alt Gob
0			Bros., Breck (8-9: 10/5)			alt Buick	an rao		
5			Dinah Shore	Voice of Firestone		Peter Gunn	The Rifleman	Arthur Godfrey	George Burns Show
-	TBA	G. E. Theatre Gen Electria	Chevy Show (9-10) Chevrolet	Firestone	Danny Thomas Gen Foods	Bristol-Myers	Miles Lab, P&G Ralston Purina	Toni alt Pharmaceuticals	Bob Hope Shor
٥			CHEFFORE				Naked City		Buick (9-10: 10/14)
5	Encounter (9:30-10:30)	Hitchcock Theatre	Dinah Shore Chevy Show	Anybody Can Play	Ann Southern Gen Foods	Alcoa-Goodyear Theater Alcoa alt	Brown & Wmsn	Red Skelton Pet Milk	Bob Cumming Reynolds
0	sust	Bristol-Myers	·	R. J. Reynolds	Gen 1 oct	Goodyear	Quaker Oats	alt S. C. Johnson	
	Encounter	\$64,000	Loretta Young	This Is Music		Arthur Murray	Confession	Garry Moore Show	The California
5		Question Revion alt P. Lorillard	P&G	sust	Desilu Playhouse (10-11) Westinghouse	Party P. Lorillard	sust	(10-11) Revion	Singer alt Lipton
٥		L., ., ., .,				TBA	John Daly News	Garry Moore Kellogg	No net service Pre-World Seri
5	No net service	What's My Line Kellogg alt H Curtis	No net service	John Daly News Whitehall	Desilu Playhouse	Hall of Fame Hallmark	P. Lorillard	alt Pittsburgh Plate	Special National Carbon

#### Index continued ... Sponsored Nighttime Network Programs 6-11 p.m.

PROGRAM	PROGRAM COST SPONSORS AND AGENCIES		PROGRAM	COST	SPONSORS AND A NO
Rin Tin Tin: A-F	36,000	Nabisco, K&E	Ed Sullivan Show: V-L	79,500 (1 hour)	Mercury, KGE; alt Kodak WT
Rough Riders: W-F	47,000†	P. Lorillard, LGN	Sunday News Special: N-L	9,500	Whitehall, Bates; alt C w ucts, Bates
77 Sunset Strip: My-F	72,000 (1 hour)	Amer Chicle, Bates; Carter, Bates; Whitehall, Bates; Ritchie, Atherton & Co.	Tales of Wells Fargo: W-F	43,800	Amer Tobacco, SSCGB;
*Dinah Shore: V-L	150,000	Chevrolet, Camp-Ewald	The Price is Right: Q-L	21,500	Lever, JWT; Speidel, SSC(
Phil Silvers Show: Sc-F	42,000	Schick, B&B R. J. Reynolds, Esty	The Texan: W-F	37,000	Brown & Wmson, Bates
\$64,000 Question: Q-L	36,000	P. Lorillard, L&N Revlon, Warwick	The Thin Man: My-F	40,000	Colgate-Palmolive, Bates
*Red Skelton: C-F	52,000	Pet Milk, Gardner; alt S. C. Johnson, NLGB	This Is Your Life: D.L Danny Thomas: Sc.F	52,000 47,500	P&G, B&B General Foods, B&B
Small World: D-F	28,000	Renault Motors, NL&B Olin Mathie- son, D'Arcy	*Tic Tac Dough: Q-L	23,500	PGG
Ann Southern: Sc-F	40,000	Gen Foods, B&B	To Tell The Truth: Q-L	22,000	Carter, Bates; Mariboro, m
Gale Storm Show: Sc-F	39,500	Nestle, B. Houston; alt open	Trackdown: A-F	33.500	Amer Tobacco, BBDO; Mobil Oil, Compton
Sugarfoot: W-F	78,000	Amer Chicle, Bates; Luden's, Mathes	Twentieth Century: D-F	45,000	Prudential, Reach-Mclinto

†No charge for repeats.

## GRAPH

#### 27 SEPT. - 24 OCT.

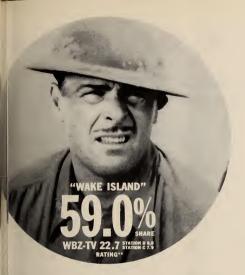
)	ES	DAY	TI	HURSDA	Y		FRIDAY		S	ATURDA	Y	
15		NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
58	ce											
Ye.	_	News sust		D Edwards Whitehall	News sust		D Edwards Good Year	News sust				
na Te	ce	News sust (repeat feed)	News sust	No net service  D Edwards  Whitehall	News sust (repeat feed)	News sust	No net service  D Edwards Good Year (repeat feed)	No net service News (repeat feed)				
Δ		Wagon Train (7:30-8:30) Ford (alt hour)	Leave It To Beaver Miles Lab Raiston	l Love Lucy Pillsbury alt Chairol	TBA	Rin Tin Tin Nableco	Your Hit Parade Amer Tobacco	Jefferson Drum	Dick Clark Show Beech-Nut Life Savers	Perry Mason (7:30-8:30) Van Heusen	People Are Funny Toni alt R. J. Reynolds	
iui 9		Wagon Train National Biscuit (slt ½ hr.)	Zorro AC Spark, 7-Up	December Bride General Foods	Ed Wynn Show L&M, Bulova Gateway to the Mind Bell Telephne	Walt Disney Presents (8-9)	Trackdown Am Tobae alt Socony	Further Advent, of Ellery Queen (8-9) RCA alt sust	Billy Graham (8-9) Billy Graham Evang, Assoc.	Perry Mason Parliament Good Year Sterling Drug General Foods	Perry Como (8-9) Kimberley-Clark, BCA & Whiripon	
wi		Price Is Right Lever, Speidel	The Real McCoys Sylvania	Derringer S. C. Johnson	Twenty-One Pharmaceuticals	Hill Bros. Kellogg Reynolds Metal	Jackie Gleason Lever alt Pharmaceuticals	Ellery Queen	Billy Graham	Wanted Dead or Alive Brn. & Wmson	Sunbeam, Nozzem Amer Dairy Knomark	
/lic	re	Milton Berle Kraft	Pat Boone Chevy Showroom Chevrolet	Zanc Gray S. C. Johnson alt General Foods	Behind Closed Doors L&M alt Whitehall	Man With A Camera General Elec.	Phil Silvers R. J. Reynolds Schick	M Squad Amer, Tobac. alt Bulova	Lawrence Welk Dodge (9-10:	Gale Storm Nestle alt sust	Steve Canyon L&M	
A	:ret	Bat Masterson Kraft, Sealtest	Rough Riders P. Lorillard	Playhouse 90 (9:30-11) Amer Gas alt sust	Ford Show Ford	77 Sunset Strip (9:30-10:39) Amer. Chicle	Playhouse Lux alt Schlitz	The Thin Man Colgate Fred Astaire Chrysler (8-9: 10/17)	Lawrence Welk	Have Gun, Will Travel Whitehall alt Lever	Cimarron City (9:30-10:30) sust	
es 1 St		his Is Your Life P&G	Stars of Jazz	Playhouse 90 Kimb-Clark alt Allstate	You Bet Your Life Toni, Lever	77 Sunset Strip Carter Prod. Whitehall Harold Ritchie	The Line Up P&G alt Brown & Wmson	Cavalcade of Sports Gillette (10-conel)	Music From Manhattan Manhattan Shirt	Gunsmoke L&M alt Sperry-Rand	Cimarron City	
Its	cle )	No Net Service	John Daly News Whitehall	Playhouse 90	TBA	John Daly News P. Lorillard No net service	Person to Person General Foods alt Lorillard	Fight Beat Bristol-Myers			Brains & Brawn Chesterfield	

	PROGRAM	COST	SPONSORS AND AGENCIES	PROGRAM	COST	SPONSORS AND AGENCIES
Tw	ty-One; Q-L	35,000	Pharmaceuticals, Parkson	Your Hit Parade: Mu-L	42,500	Amer Tobacco, BBDO
U.	Steel Hour: Dr-L	60,000 (alt weeks)	U.S. Steel, BBDO	Zorro: A-F	37,000	AC Spark Plug, Brother; 7-Up, JWT
1 0	e of Firestone: Mu-L	32,000	Firestone, Sweeney & James			
W	n Train: W-F	35,500 ½ hr.	Ford, JWT; National Biscuit, Mc-E	Specials	and Sp	ectaculars
Mi	Wallace: I-L	15,000	Philip Morris, Ayer	PROGRAM	COST	SPONSORS AND AGENCIES
W	ed-Dead or Alive: W-F	39,000	Brown & Wmson, Bates	Fred Astaire Show	390,000	Chrysler—10/17
W	esday Fights: Sp-L	45.000	Mennen, Mc-E; Miles, Wade	Bing Crosby Show	325,000	Oldsmobile, Brother-10/1
La	ence Welk: Mu-L	17,500	Dedge, Grant	Gateways To the Mind	337,500	Bell Telephone—10/23
W	's My Line: Q-L	32,000	Helene Curtis, Ludgin; Kellogg, Bur-	Hall of Fame	350,000	Hallmark—10/13
Ec	7ynn: Sc-F	46.000	nett LGM: Bulova, Mc-E	Bop Hope Show	320,000	Buick, Mc-E-10/14
Ye	Asked For It: M-F	24,000	Skippy Peanut Butter, GBB	Pre World Series Special	110,000	National Carbon, Esty-9/30
Yo	Bet Your Life: Q-L	51,750	Lever, JWT; Toni, North	Shirley Temple's Storybook	225,000	National Dairy, Ayer; Hill Bros., Ayer; Breck, Ayer—10/5
Lo	ta Young: Dr-F	42,500	PGC, BGB	Swiss Family Robinson	340,000	Rexall—10/12



# PARAMOUNT PICTURE





# **IATING POWER-MCATV**



WBZ-TV BOSTON SEPT. 7 THROUGH II

\*ARB COINCIDENTAL, SEPTEMBER 7, 1:00 PM



#### DAYTIME

## COMPAI

		SUNDAY		r	MONDAY	,	Т	UESDA	Y	
0:00	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
0:00 0:15 0:30		Lamp Unto My Feet sust			For Love or Money sust	Dough Re Mi sust		For Love or Money sust	Dough Re Mi	
0:45 1:00		Look Up & Live			Play Your Hunch	Treasure Hunt Ponds alt Toni P&G alt Mentholatum		Play Your Hunch	Treasure Hunt Al. Culver alt Don Frigidaire alt Leve	I
::15 ::30		Eye On N. Y.		Day In Court (see Saturday)	Arthur Godfrey Standard Brands Standard Brands	Price Is Right Lever Bros alt Ponds Sterling alt Whitehall	Day in Court (see Saturday)	Arthur Godfrey Armour Libby alt sust	Price Is Right Lever alt Sunshine Stand Brands	C
:45		Camera Three		Peter Lind Hayes (see Saturday)	Top Dollar Colgate	Concentration Armour alt Lever sust	Peter Lind Hayes (see Saturday)	Top Dollar Colgate	Concentration Frigidaire alt sust	Pet
2N :15	College News Conference			Peter Lind Hayes	Love of Life sust Amer. Home Prod alt sust	Tic Tac Dough P&G alt Dow Toni alt P&G	Peter Lind Hayes	Love of Life Quaker alt Libby Amer Home alt sust	Tic Tac Dough Stand Brands P&G	Pet
:30 :45	Johns Hopkins File 7 sust			Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light	It Could Be You Whitehall alt Menthol	Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light	It Could Be You Al. Culver alt sus Armour alt P&G	A be
:00	Open Hearing	Pro Football co-sponsorship		Liberace (see Saturday)	No net service News (1:25-1:30)	Close-Up	Liberace (see Saturday)	No net service  News (1:25-1:30) sust	Close-Up co-op	ib
:30 :45				ТВА	As the World Turns P&G Sterling alt sust	Howard Miller	тва	As the World Turns P&G alt sust Sterling alt	Howard Miller	Ī
::00				Chance For Romance (see Saturday)	Jimmy Dean Show sust	Lucky Partners	Chance For Romance (see Saturday)	Jimmy Dean Show sust Miles alt Libby	Lucky Partners Al. Culver alt sus	840 100 1
45 00					Art Linkletter Stand Brands alt Lever Standard Brands	Haggis Baggis sust Menthol alt sust		Art Linkletter Swift alt Toni Kellogg	Haggis Baggis sust Al. Culver alt sust	
15				Beat The Clock (see Saturday)	Big Payoff Colgate	Today Is Ours sust Sterling alt sust	Beat The Clock (see Saturday)	Big Payoff sust	Today Is Ours P&G alt Nabised sust	Bc TI
:45	Roller Derby			Who Do You Trust? Beech-Nut General Foods	Verdict Is Yours Stand Brends Bristol-Myers	From These Root	Who Do You Trust? General Foods Amer Home	Verdict Is Yours Gen Mills alt sust Swift	From These Root P&G Al. Culver alt sus	Joh
:15 :30	Roller Derby		Watch Mr. Wizard swst	American Bandstand Eastco. Gen. Mills	Brighter Day P&G Secret Storm Amer Home Prod	Queen for a Da Ponds alt sust P&G	American Bandstand Welsh Lever, Vick General Mills	Brighter Day P&G Secret Storm Gen Mills alt Quaker	Queen for a Day Standard Brands P&G	5 A
:45	Bowling Stars Amer Machine		Youth Wants to Know	American Bandstand	Edge of Night P&G sust	County Fair sust Sterling	American Bandstand	Edge of Night P&G Sterling alt sust	County Fair sust sust alt Lever	184
:15	Paul Winchell Hartz Mtn. Prod. General Mills	The Last Word	Frontiers of Faith sust	American Bandstand co-op		Leter	American Bandstand			20K
:45	Lone Ranger Gen Mills Cracker Jack Smlth Bros,	Original Amateur Hour Pharmaceuticals	Comment	Mickey Mouse Club Sweets, P&G Bristol-Myers			Walt Disney's Adventure Time P&G. Mars Nabisco Mattel			A too

NOTE: L preceding date means last date on air. S following date means starting date for new show or new sponsor in time slot.

HOW TO USE SPONSOR'S
NETWORK TELEVISION
COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (48, 49) includes regularly scheduled programing 27 Sept. 424 Oct., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

## GRAPH

#### 27 SEPT. - 24 OCT.

-		-	DEDA	v		FRIDAY		6	ATURDA	v
	ESDAY		HURSDA							
4	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
0	Dough Re Mi		For Love or Money sust	Dough Re Mi sust Mentholatum		For Love or Money sust	Dough Re Mi aust Armour	Operation Daybreak, to start 13 October	Heckle & Jeckle sust	Howdy Doody Continental Baking
H, h	Treasure Hunt Helnz alt Brillo Corn Prod alt P&G		Play Your Hunch sust Scott alt sust	Treasure Hunt Pillsbury alt Frigidaire P&G ait Heinz		Play Your Hunck sust Lever alt Gerber	Treasure Hunt Gen Foods alt Ponds Whitehall alt Sterling	means the addition of four new hours of programing pe	Mighty Mouse Gen Foods alt Colgate	Ruff & Reddy Gen Foods alt Mars
di alt	Price Is Right Frigidaire Sterling Sandura alt Pillsbury	Day in Court (see Saturday)	Arthur Godfrey sust Stand Brands alt sust	Price Is Right Al. Culver alt Lever Bros Miles alt Menthol	Day In Court (see Saturday)	Arthur Codfrey sust Gen Mills alt Ronson	Price Is Right Lever alt Corn Pro Stand Brands alt Gen Mills	day, Mon-Fri. The	Capt. Kangaroo (11-12) Partic. Gerber	Fury Gen Foods alt Borden
lla.	Concentration Heinz alt sust Nabisco alt sust	Peter Lind Hayes (see Saturday)	Top Dollar Colgate	Concentration Pillsbury alt Leve Helnz alt sust	Peter Lind Hayes (see Saturday)	5 Top Dollar Colgate	Concentrationsust	will share quarter- hour segments	Capt. Kangaroo Partie. Gen Mills	Circus Boy Mars alt sust
Lit	Tic Tac Dough Heinz alt Pillsbury P&G	Peter Lind Hayes	Love of Life Scott Amer Home	Al. Culver alt Helnz P&G	Peter Lind Haye	Love of Life Atlantis alt sust Lever alt susi	Tic Tac Dough Gen Mills alt Sunshine P&G	lhe week: Amana Refriger.	Jimmy Dean (12-1) sust	True Stery sust Storling Drug
fo ow ig	Whitehall alt sust	Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light	It Could Be You Miles alt Pillsbur P&G alt sust	Mother's Day (see Saturday)	Search for Tomorrow P&G Guiding Light	It Could Be You Whitehall alt Ponds P&G alt Corn Prod	American Home Armour	Jimmy Dean	Detective Diary Sterling Drug sust
erv	Close-Up co-op	Liberace (see Saturday)	No net service	Close-Up co-op	Liberace (see Saturday)	No net service  News (1:25-1:30) sust)	Close-Up	Bristol-Myers Chesebrough-Ponds	Lone Ranger Gen Mills alt Nestle	No net service
Vor S	Howard Miller	тва	As the World Turns P&G Pillebury	Howard Miller	тва	As the World Turns P&G Swift alt Sterling	Howard Miller	Drackett General Foods	Pro-Football co-sponsorship	No net service
4 2 0	Lucky Partners sust sust	Chance For Romance (see Saturday)	Jimmy Dean Show sust Johnson & Johnson slt Lever	Lucky Partners	Chance For Romance (see Saturday)	Jimmy Dean Show Kodak Gerber #lt sust	Lucky Partners	Gillette Johnson & Johnson		No net service
ett iros	Haggis Baggis sust Brillo alt sust		Art Linkletter Kellogg Pillsbury	Haggis Baggis		Art Linkletter Lever Bros Swift alt Staley	Haggis Baggis Lever alt sust Gen Mills alt	Lever Minnesota Mining		
rofi	Today Is Ours P&G  Heinz alt Sterling	Beat The Clock (see Saturday)	Big Payoff sust	Today Is Ours P&G alt Armour Culver alt Heinz	Beat The Clock (see Saturday)	Big Payoff Colgate	Today Is Ours P&G Sterling alt sust	Nestle Reynolds Metals		NCAA Football Games Bayuk Cigare
Yc st	From These Root: P&G ait sust Brillo ait	Who Do You Trust? Gen Foods Beech-Nut	Verdict Is Yours Sterling alt Scott Johnson & J.	From These Root P&G Miles alt sust	Who Do You Trust? Gen Foods Beech-Nut	Verdict Is Yours Gen Mills alt Atlantis Gen Mills	From These Root P&G alt sust sust	Shulton Sunshine Biscuits		(¼ sponsorship) various times various dates
D:	Queen for a Day Corn Prod alt Pillsbury P&G	American Bandstand Welch Amer Home	Brighter Day P&G Secret Storm Scott alt	Queen for a Day Al. Culver alt Miles P&G	American Bandstand Gen. Mills 5th Ave. Candy Lever	Brighter Day P&G Secret Storm Amer Home Prod alt Gen Mills	Queen for a Day Whitehall alt Corn Prod. P&G			
Nig al	County Fair Frigidaire alt sust Heinz alt	American Bandstand General Mills 5th Ave. Candy	Edge of Night P&G Pillsbury	County Fair Nabiseo alt sust	American Bandstand	Edge of Night P&G Swift all	County Fair Sterling alt sust Lever alt sust		Race of the Week sust	
-		Tales of the Texas Rangers Sweets Co.			American Bandstand			All-Star Golf Miller Brew Reynolds Metal		
		Walt Disney's Adventure Time Mars, Gen Mills Mattel, Miles Pristal Masses			Mickey Mouse Club Gen Mills Sweets, P&G,			All-Star Golf		

grams not listed are: Tonight, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS, Sunday, 11:11:15 p.m. (Carter and Whitehall); Today, NBC, 7:00-9:00 a.m., Monday-Friday, participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday, Participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday, Participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday, Participating; News CBS, 7:45-8:00 a.m., Monday-Friday, Participating; News CBS, Participating; News CBS,

All times are Eastern Daylight. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 46.

### What is the place of the regional network

As regional networks play a more important role in ad strategy, a station man and two representatives review the regionals' function

F. Proctor Jones, national sales mgr., The Yankee Network, WNAC & WNAC-TV



To fulfill a basic marketing need

The regional radio networks were born of a basic marketing need which exists identically today. The Yankee Network came into being on October 12. 1958, when the first permanent telephone lines were installed between WNAC in Boston and WEAN in Providence, New England's first and second markets. Today, Yankee with its 50,000 watt flagship station, WNAC 680 kc in Boston, and its 30 affiliated "hometown" stations, brings 95% of the population of this strategic six-state area within the hearing and persuasiveness of the only advertising medium delivering a simultaneous controlled impression throughout the region.

The "place of regional networks" is rightfully influenced by the prolific needs of the advertisers; it always has been, and regionals will survive and thrive only so long as they continue to fulfill this need. This basic need is summed up in the marketing peculiarities that exist in most categories of enterprise that produce consumer goods or services, and in the degree of the desire of these enterprises to localize or personalize their approach to the consumer. The following situations are cases in point: If the manufacturer wishes to devote extra support to his best sales area, or wishes to bolster a lagging sales area; a drug products advertiser must capitalize on seasonal extremes of weather; an automotive concern has a dealer problem; a national concern is introducing a new product on a staggered states basis; a corporation wishes to attract a migration of skilled labor types into its manufacturing location; a regional distributor needs a basic program in a single territory: a "foreign" company sees advantage in associating its name with a medium which enjoys longterm, high-grade local acceptance.

The Yankee Network provides "service-type" programing, leaving its affiliates to cultivate local tastes and attitudes. Yankee sticks to news, weather. women's programing; it provides the physical facilities for a selected few additional programs of special interest. such as religious, public service, special events and sports.

The Yankee Network News, New England's first and still the only complete regional news service, is typical of the tool the Yankee Network provides advertisers for their marketing needs. Yankee originates six daily newscasts of 15-minutes length which are aired simultaneously thoughout the 31 primary and secondary affiliated localities. The first 10 minutes is delivered from key station WNAC in Boston and contains international, national and regional news, plus regional weather headlines. At the 10-minute point, each affiliated Yankee station cuts away from the network lines and individually follows with five adjacent minutes of local news and local weather. Thus Yankee acts as area spokesman, employs important programing resources and provides a major regional advertising vehicle.

Regional Yankee was a success from the start and has forged strongly ahead through the years, even through the early Fifties, but it has never experienced such increasing business health as each passing week and year brings. The newest advertiser concept of the use of regional radio has evolved the horizontal saturation of announcement frequency added to the vertical saturation already existing in affiliate clearances. Through this concept the Yankee Network-with its same basic

programing and same basic purposes -is bounding ahead and prospering for the reason for which it was founded: as a special advertising tool to fill a special marketing need.

Dick O'Connell, pres., Richard O'Connell, Inc., representing The Sombrero Network, The Lobster Network



Dominant coverage of one entire

We feel the regional network has a definite place in today's radio provided it is geared for today's radio from either a programing and/or cost point of view. To hold its place in the sun accordingly, today's regional network must serve a definite need in the new radio. Covering either a specific market or a specific area, or both, constitutes the major prerequisite for attractive regional network operation. As examples of these prerequisites in action. The Sombrero Network in the Southwest covering top Latin American-Spanish speaking markets serves a distinct purpose in channeling national clients' messages to a market best covered by native language broadcasting. On the other hand, the Lobster Network of Maine serves a direct purpose in dominant coverage of one entire area, in this case all of the state of Maine.

Conversely, no regional network can be worth its salt if it forces upon an advertiser fringe markets from which the advertiser has little hope for gain. The fact that a network offers East Brushwood even at 50¢ a spot has no place in today's radio.

We have recommended to both clients and station groups alike that they limit their scope to the dominant coverage of an area important to the client, Today's regional network makes

#### day's radio?

sense only if it offers the kind of flexihility which today's national networks offer to the same client. The day of the "must buy" is dead. Having received an effectual funeral from the three national networks, as an example, in the case of Lobster, a client may buy any two, any three, any four stations, etc. In the case of Sombrero which covers a variety of cities, the client is able to select markets most needed by him in terms of population. or in terms of sales district, whichever may be more important to him. Since today's radio is an extremely flexible medium, it demands that today's regional network be equally flexible, or more so, in order to create an atmosphere attractive to today's national spot client.

The rate structure of the regional network is equally important, and to be attractive, must be simple. The convenience of one billing can be in itself attractive to the agency and client alike. Co-ordinated merchandising efforts and programing features are often important to client and network alike. In essence, however, the regional network must be constructed on a base of strong affiliates. We, also recommend the discontinuance of the "Bonus Station Idea." Most buyers realize that a bonus station is a poor station. Thus, the word "bonus" is indeed a misnomer. Geared to today's needs, the regional network can look forward to a very successful tomorrow.

John J. Tormey, director of radio sales, Avery-Knodel, Inc., New York



A source of strength to its affiliates

It depends upon the regional network. Actually, the regional network has two (Please turn to page 74)

#### NOT JUST ROCK 'N ROLL ... the fact is



K-NUZ ... NO. 1\*

WITH THE

**ADULT** 

HOUSTON AUDIENCE!

K-NUZ

delivers the largest

Purchasing POWER\*

or Adult Spendable Income

Audience in the Houston Market!



Special PULSE SURVEY (Apr.-May, 1958) proves K-NUZ delivers the largest audience with spendable income or purchasing power in Houston.

NIELSEN (June, 1958) proves K-NUZ has the largest adult audience from 6 A.M. to 6 P.M. Monday thru Friday.

Send for a Copy of SPECIAL PULSE (Purchasing Power Delivered by Houston Radio Stations-Apr.-May, 1958).

TO REACH THE PEOPLE WHO BUY IN HOUSTON



## STILL THE LOWEST COST PER THOUSAND BUY!



National Reps.:

Forjoe & Co.—

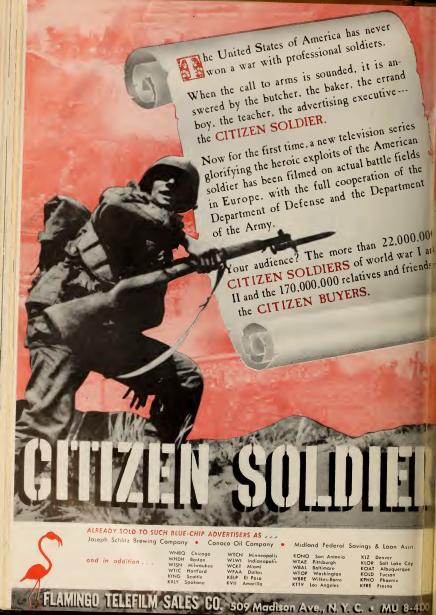
New York • Chicago
Los Angeles • San Francisco

Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.

Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris

JA 3-2581





#### FILM-SCOPE

27 SEPTEMBER 1958

Copyright 1958
PONSOR PUBLICATIONS INC.

Granting that station managers are most sensitive to attitudes of advertisers on the local front, syndication should build a lot of prestige for itself this season.

FILM-SCOPE asked its station spotters: "What are the trends in syndication for the 1958-59 season?" and the prestige angle played a prominent part in their answers.

Here's what some of them also noted:

- Local competition and pride in programing good syndication half-hours has never been greater, with a lot more good available half-hours to heighten this competition and pride.
- Prices, at the same time, have come down. Also making it a buyers' market is the stress
  that stations are putting on daytime programing, features and off-network stripping material.
- Full sponsorships of syndicated shows continue on the decline, but partial buys into such series by leading national advertisers are increasing.

By the time Sunoco (Esty) finishes its syndication buying this fall, it will be in upwards of 50 markets in its 24-state marketing area.

Esty is following the same pattern in buying for Sunoco that it does for Reynolds: A different program in each market, based on a good time slot.

It's the first year of syndication for Sunoco.

•

Don't be surprised if those two new shows of the "fantastic," or occult, school end up in syndication.

Both Official's Invisible Man and Ziv's World of Giants have been bumped from network schedules this fall, and there's a good chance of they're being syndicated.

If so, it'll be the first of its kind in syndication.



Colonial Stores (Liller, Neal & Battle), largest southern regional film buyer, may drop syndication when its commitments are up in November.

The food retailer currently has CBS Film's Gray Ghost in 13 Markets. But there won't be account production year on Gray Ghost; consequently the company is considering spots in all its 30 markets.

Reason is two-fold: (1) Colonial wants to move more heavily into daytime, and (2) the cooperative money needed from suppliers for half-hour film sponsorship is hard to come by.

-

Drewery's Ltd. (MacFarland, Aveyard) has bought New York Confidential (TPA) as a replacement for Ziv's Target in 13 midwestern markets.

Contracts are for 52 weeks and the station list will be the same as for Target.



Another Nestlé product will be making its way into syndication this fall,

It's Nestle's Quik, via McCann-Erickson, which will be spotting Roy Rogers across the country in 30 markets where Lone Ranger (on CBS TV) needs support. Heaviest concentration will be in the southeast.

Only other Nestlé product to use syndication has been DeCafe (Bryan Houston).



#### MARKETING WEEK

27 SEPTEMBER 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

If Gillette goes national with spot radio—and it looks like it will—it will present an interesting switch on how to reach the shaving market.

Electric shavers, Gillette's prime competition, didn't get anywhere until tv came on the scene.

Gillette's been testing d.j.'s for more than three years to measure their impact on the teen-age market.

Few people remember, but Gillette marketed an electric shaver during the 30's. It was dropped when the firm went into war work and not revived.

Whether or not Gillette regrets its failure to revive its shaver, the fact remains that the safety razor market is not expanding. Sales are not down but, with the population expanding so rapidly, the net result is a loss in share of the shaving business.

Weiss & Geller has begun a policy of providing its account executives with more marketing know-how.

The job is being undertaken by Robert Breckenridge, v.p. and marketing director of the agency's three-man department.

Ideally, Breckenridge says, an agency the size of Weiss & Geller should provide most of its marketing services through account men.

Increasing expenditures for merchandising in recent years has made it essential to insure greater cooperation among retailers.

Yet, time after time, promotions get support in no more than 15% of the target stores.

So reports Donald W. White, president of Don White, Inc. On the other hand, White said, in addressing the Merchandising Executives Club of New York recently, it is common for mass product displays to increase store sales 100% and more.

White estimates that \$2 billion a year is now being spent on merchandising. He said that one firm, reported as laying out \$6.5 million for consumer media, is putting an additional \$2 million into merchandising. (White didn't mention the firm but other sources said he was referring to Camel cigarettes.)

As another example of heavy merchandising expenses, White noted that General Foods recently spent \$75,000 just on the printing costs of one display piece.

White's firm has developed a method of measuring, on a regular basis, the amount of promotion support a brand gets in stores. The index provides competitive data as well as regional breakdowns.

Growing interest in measuring advertising effectiveness has led to a workshop seminar on the subject, held by Management Institute of New York University in New York City.

The eight-session course, beginning 29 September, will be coordinated by William Capitman, president, Center for Research in Marketing.



27 SEPTEMBER 1958
Copyright 1958
PRINTER PUBLICATIONS INC.

#### WASHINGTON WEEK

The daytime radio stations not only lost their case for longer operating hours, they "lost it big,"

The daytime-only stations, limited to the hours between sunrise and sunset, sought fixed hours between 5 a.m. and 7 p.m. During the late fall and winter months this would have caused interference to full time stations during the added hours.

After more than ten years of failing to get an answer from the FCC, these stations appealed to the Senate Small Business Committee. Chairman Wayne Morse (D., Ore.) held hearings, told the FCC he was not judging the merits, but demanded a quick decision on the petition.

The daytimers got a decision, but not the one they wanted. The FCC, in a unanimous vote with only Chairman Doerfer absent, adopted without exception all of the arguments ranged against the proposal. These had been lodged by the Clear Channel Broadcasting Service, and over 240 full-time stations, large and small.

Among the anti arguments adopted in toto by the FCC:

- The daytimers during the added hours would, themselves, be able to reach only a fraction of their daytime audiences because of interference.
- While more than 900 communities would get local service in the added hours, over half of these are already receiving service from nearby full-time stations, or are suburbs served by the main community.
- Grant of the petition would prejudge the intertwined clear channel and daytime skywave cases. Denial wouldn't.
  - For only 138 full-time stations, figures showed 94,591,111 people would lose radio service.
- People do listen to far-away stations, contrary to daytimer claims. Also many full-timers gear programing to outlying communities and rural areas.

The significance of the decision is more in its emphatic nature than in the conclusion it reached. The simple fact is that the daytimers now have nowhere to go.

Court appeal would be futile, since the courts hold this type of decision is reserved for an expert government agency.

And it is hardly likely that any Congressional committee would care to tackle so sweeping a decision.

The report on the Senate Commerce Committee's various probes into tv may be moving closer to its release date.

Nick Zapple is due in Washington for conferences with special counsel Kenneth Cox and committee chairman Warren Magnuson on the reports.

None of which means the report actually will be released before January, but Zapple and Cox will be doing much to get it in shape for submission to committee members.

-

The Miami channel 10 hearings droned along before special FCC hearing examiner Horace Stern, with little new being added to the revelations before the House Legislative Oversight subcommittee.

For instance, the financial dealings between Thurman Whiteside and former FCC commissioner Richard A. Mack became no clearer with repetition.

What did appear clearer was that National Airlines, holder of the Miami licenses under attack, sought Whiteside's go-between services because of his friendship with Mack. And that the competing applicant, Col. A. Frank Katzentine, had pulled as many strings as he could find dangling.



#### SPONSOR HEARS

27 SEPTEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Sellers of radio have plans for nudging P&G back into the fold on a sizable scale.

NBC Radio, for instance, is working on a big presentation that it proposes to pitch to P&G's top level when the time seems ripe. (See also page 35.)

That 15% agency commission on show packages continues to stimulate needling on the part of network advertisers.

One major agency, after being pressed on the issue, now has agreed to spend a goodly chunk of the program commission on researching the effectiveness of the client's commercials.

General Foods' Edwin Ebel is reported scouting around among GF's product managers for somebody to help support the Person to Person show.

Seems that after Ebel made the buy, the SOS product manager said he didn't recall agreeing to get in on it.

There's a lot of jockeying for network-affiliate strength going on among tv stations in Michigan, especially the eastern part.

So revamped coverage pictures for the networks may be coming up.

Ancillary effect: Spot buyers are keeping a sharp lookout on the situation.

In noting the more favorable attitude at McCann-Erickson toward radio, the 20 September SPONSOR-SCOPE overlooked a key personality involved.

He's Tom McAvity, the agency's recently installed programing strategist, whose intimacy with radio dates back to the mid-30s when he was at Lord & Thomas (now Foote, Cone & Belding).

ABC TV apparently has a problem of discipline with the exploitation experts it imported from the motion picture field for Operation Daybreak.

These rugged operators are accustomed to taking over completely and running with the ball when they get into a town. Station people are accustomed to much decorum and assurances that they aren't losing control.

Joe Culligan isn't the only one who's coining phrases to dramatize radio.

His competitors (who deem the deejay as the salesman par excellence) are pushing this one: Excitement Radio.

Their definition: It's something the deejay creates when he presents his sponsor's message.

Marketing men eite Lever as a classic example of a company that creates competition for itself by manufacturing products for private labels.

One product in point is Spry. The Lever plant which turns out this shortening devotes about half of its entire output to private labels.

This underselling situation, as abetted by the Lever empire, has been a longtime irritant for P&G—even though its Crisco brand has a dominant share of the market.





# BUT FOR EVERY TIMEBUYER THERE ARE TEN OTHER DECISION MAKERS BEHIND THE SCENES WHO READ SPONSOR AS WELL

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

#### Proof?

#### Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

# SPONSOR

sells the TEAM that buys the TIME



## NEWS & IDEA WRAP-UP

#### ADVERTISERS

Contadina Foods has gone on a big spot radio splurge in 27 cities.

It is an eight-week campaign consisting of more than 11.000 commercials with frequencies running as high as 180 per week in key cities such as New York, Chicago, Philadelphia, Detroit and San Francisco.

Contadina will also employ spot tv in New York, with 360 one-minute announcements scheduled during the eight week period.

Agency: Cunningham & Walsh, San Francisco.

Other campaigns:

- Zenith Radio will sponsor what it believes to be the first tv news program produced especially for the hard of hearing, via WNBQ, Chicago. Agency for the hearing aids: MacFarland Avevard & Co.
- Ray-O-Vac is using nation wide spot radio on 129 stations to advertise its flashlights and batteries in a campaign to run for 23 weeks. Agency: H. Monk and Associates.
- Mother's Cake & Cookie., Oakland, Cal., has started its one-minute spot radio campaign in three major markets: Los Angeles (478 spots); San Francisco (465 spots) and Phoenix

(430 spots), all for 13 weeks. Agency; Guild, Bascom & Bonfigli, San Francisco.

- Bulova Watch has added three more network tv shows to its list of buys for the fall, all on NBC TV: Today, The Jack Paar Show and News with Huntley and Brinkley. These purchases augment Bulova's record ad campaign for Christmas.
- Appearing on tv for the first time. Wagner Baking Corp., Newark starts this week. for an initial 32-week program of ten 10-second spots per week via WRCA-TV, New York. Agency: L. H. Hartman Co.
- Ronzoni Macaroni has upped its fall ad budget 18% over last year, via tv programs on WRCA-TV, New York; WRCV-TV, Philadelphia; and WNHC-TV, New Haven. On Radio, Ronzoni will use one-minute and 20-second spots on news programs on 10 radio stations in New York, Philadelphia, Boston, Providence, New Haven and New Britain. Agency: Emil Mogul.
  - · Dipsy Doodles, a new fun-food



## PICTURE WRAP-UP

Clients and star: (1 to r) Newman F, McEvoy, sr. v.p., Cunningham & Washi; Ben Halsell, ad director The Texas Co.; Edward Mahoney, v.p., C&W; Tom Harmon, sports star for KNX and CBS Pachic Radio: W. B. Hawke, gen. sls. mgr., Texas Co.; Jules Dundes, v.p. CBS Radio: Gordon F, Hayes, gen. mgr. CBS Radio: Sport Sales: Hank Humphrey, radio/tv a.e., C&W at impromptu get-together in N. Y. Texaco star Harmon was East to meet with President Eisenhower





Getting together at Hidden Valley meeting of Michigan Bdostr Assn. are (1 to r) convention chairman John Pomeroy, WIL Lansing; 1988 president Martin Giaimo, WJEF, Grand Rapid Art Swift, WOOD-TV, Grand Rapids; Leo Burnett's Tom Wrigh Jr.; and Clyde Vortman of Zimmer, Keller & Calvert, Detro

Silence reigns after 96 hours 36 minutes during which Mr Charles Cook broke the existing "talkathon" record. Here sl receives a check for \$1,000 from Mr. Lyell Bremser, vice presider of KFAB, Omaha. She talked from 2 September to 6 September



snack by Old London begins its campaign this week, to last through the end of this year. Spot tv announcements will appear on Popeye, carried by WPIX, WNEW-TV and WABC-TV, all New York. Agency: Richard K. Manoff.

• Lite Diet special-formula white bread also begins its three month drive this week with a budget in excess of \$200,000, via 150 radio stations and 30 tv stations. Agency: Emil Mogul.

Ideas at work: A Rockford, Ill. tv and Hi-Fi dealer, C. E. T., staged a novel promotion in launching a new store manager—Elmer Knispel. A oneweek teaser campaign using radio, tv and print, at a cost of a little more than \$1,000, centered around: "Who's Elmer; Where's Elmer; Elmer's Coming and Elmer Has A Surprise."

Other promotions: Wilson & Co. is starting its third year with the Mrs. America promotion, designed to generate impact at the retail level. Wilson feels that anything they can do to

glorify the American housewife, can help promote the Wilson label. The Mrs. America winner makes personal appearances in retail stores, providing many opportunities for merchandising, in-store displays, etc., and featured displays of Wilson brands during the visit. Wilson also uses local radio and ty promotions during the time of Mrs. America visits.

Another midwest promotion: Johnson's Wax, of Racine, Wisc., is doing a real razzle-dazzle down in New Orleans this weekend in conjunction with CBS TV on the premier of their Derringer Show. NL&B, the Chicago agency is handling this one, which will include civic welcome and reception of the show's stars, appearances on tv and radio, plus the screening of the premier program aboard the Mississippi river boat as it cruises up and down the river.

Strictly personnel: Joseph Lynch named advertising and sales promotion manager for the Westinghouse's electronic tube division . . . Roger Drew, appointed assistant to James Shallow, general manager-merchandising at Phileo Corp. . . Frederick Fleischman, Jr., to the newly created post of administrator of marketing department, and John Bannon, advertising manager, for Pepsi-Cola International.

#### **AGENCIES**

Highlights of the 4 A's Central Region 21st annual meeting in Chicago 10 October will be a workshop on "Organization of Tv-Radio Functions in Advertising Agencies."

Peter J. Cavollo, D'Arcy, will be chairman. Panelists: Arthur Lund, Campbell-Withun; Louis Tilden, Wherry, Baker & Tilden; Ira Rubel, Ira Rubel; and John White, McCann-Erickson.

The quick pace of agency turnover continues. Latest account shifts include:



he an land anywhere" was judges' decision so elyammye Cold became "Miss Helicopter—1958," irshe to whirlybirds everywhere. She arrived via Il licopter at WVTV, Tampa studios to heade rent Whirlybird's premiere on station's airwaves



Scooting personality: KVW-TV, Cleveland, star Big Wilson leads 250 adult and tennage scooter afficionados through downtown streets on wheeled demonstration for the Scooter Safety Club which Wilson organized. Club works closely with Police Dept. for safe driving

Upcoming Ad Week campaign is planned by (I to r) C. James Proud, AFA pres.; Mrs. Claire Drew Forbes, Ad Assn. of the West; Ad Week Natl. Chmm., Arthur H. Motley; Ad Week viec chmm. John P. (cunningham; AFA Board Chmm. R. M. Feemster; John Flagg, R&B



DuBarry Cosmetics and Sportsman Men's Toiletries, products of Warner-Lambert Pharmaceutical Co., to Lambert & Feasley, from NC&K . . Mission of California, a division of Cott Beverage Co., joins Cott at Dowd, Redfield and Johnstone, bringing the total account to \$1 million with 75% going to back the Cott drinks . . Magic Chef gas ranges, joins its parent co., Dixie Products, at D'Arcy . . . Emerson Radio to Friend-Reiss . . . Manhattan Coffee, to Rutledge & Lilienfeld, handlers of the company's other product, Dining Car Coffee . . . Quickee Products, Inc., Yonkers, to Schneider-Stogel Co., New York . Aluminum Co. of America's Alcoa Closure division, to Ketchum, Mac-Leod & Grove . . . Aldon Industries, New York, to Cayton, Inc., New York, with plans for a tv spot campaign in major markets to begin this week.

Top honors: Radio commercials by Leo Burnett for the National Tea Council made top-score in the current Spot Radio Commercial survey by John Blair & Co.

Other winners: Tetley Tea, Ogilvy

Benson & Mather; Winston, Esty; Pepsi-Cola, K&E; Budweiser, D'Arcy and Slug-a-Bug, Wesley Associates.

Agency affiliation: Heintz & Co. and Roy S, Durstine jointly announced an affiliation that will permit both California agencies to retain their individual identity, but will affect a consolidation of their agency facilities in San Francisco.

Combined billing of their joint San Francisco office: \$3.5 million.

They became v.p.'s: David Stewart, named executive v.p. of K&E, and George Fry has been put in charge of the account section. Donald Miler, senior v.p. and director of K&E resigned this week. Reason: "basic disagreement on agency operating policies." . . Leonard Colson joins Warwick & Legler as v.p. and member of the plans board . . . Frank Bair, elected a v.p. and John Chapin, added to the board of directors of Clark & Robertz, Detroit.

Other agency personnel moves: Armella Selsor, promoted to assistant media director and Elaine Pappas, to media buyer, at North Advertising, Chicago . . . Edward Simon, director of research, Ross Roy, Detroit . . . Jerome Delott and David Mackintosh, to the New York office of DFS as research project directors . . . George Goodlett, to Foote, Cone & Belding as account executive . . . Frank Ennis, account executive at Lambert & Feasley . . . Richard Jacobs joins Noble-Dury & Associates. Memphis . . . Harriet Benton, to copy chief at Ray Barron, Inc., Boston ... Mort Reiner, to the radio/tv department of Hicks & Greist as group time buyer . . . Edmund Anderson and John McDonald, to the New York office of DFS.

#### **ASSOCIATIONS**

Broadcasters must work together to ward off attempts to hamstring the industry.

So warned **Harold E. Fellows**, NAB president, addressing broadcasters from the South at the NAB Fall Conference at Biloxi, Miss.

"We have yet to face some of the

# Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees **Leads in news** — coordinates with McClatchy newspapers for complete, up-to-the-minute coverage. Sound and silent film cameras give 24-hour

coverage of local events. Has No. 1 rated news program.\*

KMJ-TV • FRESNO, CALIFORNIA • McCLATCHY BROADCASTING COMPANY • The Katz Agency,
National Representative

most intense legislative problems that have confronted this industry," Fellows

Included in this group of problems: pay tv, community antennas, network regulation, and advertising control.

#### Other developments at the NAB:

- 1) The tv p.r. committee adopted a plan for a series of 10-second animated spots to show the public the impact of tv in American life.
- 2) It filed a petition with the FCC opposing rate increases on news teletype facilities, claiming that increased wire rates would curtail news transmission.

TvB is continuing its program of pin-pointing industry-wide successful uses of tv with its mailing, this week, on "How automobile dealers get more mileage with tv."

A kit, containing examples of every car maker, will be sent to member stations.

Membership growing: 10 new members have joined the Broadcasters' Promotion Association during August bringing the total of BPA's roster to nearly 250.

#### Here's a preview of the broadcasters' calendar for the week:

29-30 Sept.: NAB Fall Conference, Mark Hopkins Hotel, San Francisco. 3-5 Oct.: AWRT national board meeting, Waldorf Astoria, New York. 5-6 Oct.: Convention of Texas Asan.

of Broadcasters, Texas Hotel, Ft. Worth.

9-10 Oct.: Central 4A's regional annual meeting, Drake Hotel, Chicago.
9-10 Oct.: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greensboro.

Main speakers at the second annual southwestern area conference of AWRT this weekend, in Ft. Worth include: Earl Fletcher, KXOL, Ft. Worth; Montez Tjaden, KWTV, Ok. lahoma City; Bobbye Hughes, Cain Agency, Dallas; Charles Ringler, Leonard's, Ft. Worth; Mike Shapiro, WFAA-TV, Dallas; and W. D. Rogers, president and general manager of KDUB-TV, Lubbock, KPAR-TV, Abilene-Sweetwater, KEDY-TV, Big Spring, Tex.

They were elected: F. C. Sowell, v.p. and general manager, WLAC,

Nashville, named head of the NAB AM Radio Committee . . . Joseph Floyd, president, KELO-TV, Sioux Falls, named chairmna of NAB's Tv Film committee . . . C. L. Thomas, v.p. and general manager, KXON, St. Louis, to serve on the radio committee, NAB . . . James Quello, program manager, WJR, Detroit, named president of the Michigan Assn. of Broadcasters . . . Lester Frankel, of Audits & Surveys Co., Morton Vitriol, of Hiram Walker, and John Maloney, of Reader's Digest, elected directors of the American Marketing Association.

#### FILM

MCA added four more stations in three markets to its Paramount Library sales list this week.

Stations buying parts of the package include WFBM-TV and WTTV, Indianapolis; WTCN-TV, Minneapolis; and KUTV, Salt Lake City.

The sales bring the total stations sold list to 16.

Address

Other sales:

- Carling Brewing (Lang, Fisher and Stashower) has renewed its sponsorship of Walt Schwimmer's Championship Bowling for the fifth year. Buy is for 22 markets.
- The Whitehouse Company, distributors of 21 Top Tunes (Victor & Richards) has bought two Flamingo series for more than 75 markets. The series: Sailor of Fortune and Aggie.
- WTAE-TV, Pittsburgh, this week bought 550 films in the MGM library. Price: \$1.5 million.
- Eleven stations were added to Screen Gems' Burns & Allen line-up this week, bringing the total market tally to 67.

The new stations signed are WBBM-TV, Chicago; WROC-TV, Rochester; WCAU-TV, Philadelphia; WNCT-TV, Greenville; WSAU-TV, Wausau; KOOK-TV, Billings; WTCN-TV, Minneapolis; WMCT-TV, Memphis; WHC-TV, Pittsburgh; WLWA-TV, Atlanta; and WDAU-TV, Seranto-

#### YOUR BUSINESS WILL BE UP because you'll get more of it if you read SPONSOR's new 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

#### **Reprints of popular BASICS charts sections:**

16 pages on Marketing
16 pages on Radio
24 pages on Tv and Film

16 pages on Tv and Film

17 to 9
18 cents each
19 to 49
19 20 cents each
100 to 49
100 to 49
100 to 49
1100 to

Prices include postage

Readers' Ser	vice, SPONSOR, 40	E. 49 St., New Y	ork 17, N. Y.
	ne the following repi k or cash enclosed		
Section	Quantity desired	Unit price	Total amount
Marketing			
Radio			
Television-File	m		
Full copy of	Fall Facts BASICS-	-\$1	
Name		Company	

 Another off-network series, ABC Film's People's Choice, added 10 markets.

Included: WTMJ-TV, Milwaukee; WRCV-TV, Philadelphia: KPIX, San Francisco: WFIE-TV, Evansville; WTVN-TV, Columbus; WPRO-TV, Providence: KCIX, Boise; WDSU: TV, New Orleans: KNXT, Los Angeles; and the Park Bank on WATE-TV, Knoxville.

On videotaping: Hal Roach Studios and Guild Films have pacted a \$1 million, long-range agreement for the production and distribution of videotape properties.

Guild has equipped the Roach studios with videotaping facilities; Guild will distribute the videotaped productions. First property under the pact will be *Date With Judy*.

CNP's new syndicated series, Flight, has received the official endorsement of three top agencies, the Defense Department, the Air Force and the Air Force Association.

Expansions: Two wholly-owned subsidiaries for the licensing and distrubution of tr films abroad have been formed by CBS. The two: CBS Europe LTD., and CBS, Ltd. . . . Flamingo Telefilms has opened a new office in Atlanta, to handle sales on Citizen Soldier.

In the foreign markets: Television Interamerica in South America has purchased 300 Warner films from AAP for tv release in Cuba. Pictures are scheduled on both Cuban tv networks . . . Six CNP series were sold this week in Canada through Freemantle Ltd. The six: Life of Riley, in 11 markets; Wedic, in nine markets; It's a Great Life, in eight; and Cumby, The Adventures of Hiram Holiday and Panic, all to the CBC.

 on a three-month round-the-world sales junket.

#### **NETWORKS**

The tv networks are keeping under closed wraps what they'll be spending for spotlight ads to compete for the daytime audience this fall.

Indications are that the battle on the daytime front will be much more intense, promotion-wise, than for the night-time audience.

P.S.: However, if you are a daytime client, you can get this information from the network.

Maverick stood up well last weekend against Jack Benny, Ed Sullivan and Steve Allen.

According to Trendex, in the 7:30-8 period Mayerick had a rating of 22.2 compared with 19.0 for Benny.

In the 8-8:30 slot, Maverick had 23.1: Sullivan, 25.0 and Allen 15.8.

Network tv sale's: Florida Citrus Commission, for \$1.5 million on CBS TV . . Gerber Products Co., for a weekly segment of the Jimmy Dean Show, ABC TV . . Olin Mathieson, to share the spotlight with Renault Motors on Ed Murrow's Small World, CBS TV . . . P&G brings the total to 11 advertisers now signed to sponsor more than three-fourths of Mickey Mouse Club, ABC TV . . Six advertisers, for NBC TV's Huntley-Brinkley Neus Report: Bristol-Myers; Nestle; National Carbon; Kemper Insurance; Bulova and Bell and Howell.

Renewals totaling \$1.8 million for the *Jack Paar Show*, placed with NBC TV by Bristol-Myers and Polaroid.

Network radio sales: Forty-one advertisers are launching new campaigns on NBC during the last four months of 1958—amounting to more than \$5 million. Leading the list of purchases in the food category, with an order for more than \$1 million, is Mozen David Wine.

Some other clients: Morton Salt, General Foods, Lewis-Howe, Warner Lambert, Grove, Bristol-Myers, Buick, GMC Trucks, Dodge, Pepsi-Cola. Reader's Digest, and Brown & Williamson.

Network affiliations: WREX-TV, Rockford, to CBS TV...KLUB, Salt Lake City, to ABC Radio.

## Ad libs are fine but

It's a fact—quick quips, spo ous gestures, are best cou film. Then you are in cont quick snip here... a laugh lighted there—and you have ter show... one you can be of. That's because you see it you show it on film. What's a very important "more," yo control, too, of time and st Use black-and-white—or co there's an Eastman Film for purpose.

For complete information we Motion Picture Film Depart EASTMAN KODAK COM Rochester 4, N. Y.

East Coast Division 342 Madison Ave., New York 17

Midwest Division 130 East Randolph Drive, Chicago

> West Coast Division 6706 Santa Monica Blvd. Hollywood 38, Calif.

W. J. German, Inc. Agents for the sale and distribut Eastman Professional Motion Pictur Fort Lee, N. J.; Chicago, III, Hollywood, Calif.

Be sure to shoot in COLOR . . . You'll be glad you di





Look beyond the

because

big ratings do not necessarily produce an audience with large purchasing power.

WORL'S "950 Club" programming is directed first and foremost to an Adult Audience — with stress on music of the past, as well as music of the present and future!!!

Statistics show that adult women spend 80% of the consumer dollar and influence up to 91% of the buying!

#### WORL'S

AVERAGE: 88% ADULTS

(PULSE, DAYTIME HOURS)

THEREFORE YOUR BEST BUY

IS

Boston's "950" CLUB Station

WORL
BOSTON
S000 WATS - INDOPENDENT
REPORTER AGENCIAL SEC. OZ.

Strietly personnel: Charles Godwin has been named a v.p. of Mutual and placed in charge of all station activities. He'd previously been assistant to the president . . . Charles Kinsolving, Jr., manager of plans development and Berry Rumple, manager of rates and affiliations, NBC.

#### REPS

John Blair is circulating a qualitative audience study it did in Dallas.

The purpose was to find out what images listeners had of KLIF as com-

How the image was arrived at: Asking the interviewed to select the type of person most likely to listen to the various stations.

pared to other local stations.

The descriptive terms used: "modern," "lively," "interesting" and "dull." Out of this came these factors: station's believability, vitality and general

Among the objectives of the project: to show that the Blair Station's audience was not significantly teenage.

"An advertiser can control his advertising with Spot Tv because it enables him to plan his advertising to the selling job to be done in each local market."

So said George Castleman, v.p. and new business development manager at PGW, to advertisers and agency people in Jacksonville, Atlanta and New Orleans last week.

Purpose of Castleman's trip: to present a slide presentation, dubbed A Local Affair, telling ad and agency people the basis of spot tv.

Moving to new quarters: For the third time in eight years, H-R Reps and H-R Tv, Inc. will be moving to new and larger offices: at the Seagram Building, 375 Park Avenue, New York.

Rep appointments: John E. Pearson Co., for WABJ, Adrian, Mich. . . . The Bolling Co., in the midwest and west coasts for WSUN-TV, Charleston, S. C. . . . Venard, Rintoul & McConnel, for WKAB, Mobile . . . Elizabeth M. Breckjorden, for WLEX-TV. Lexington, Ky. . . J. A. Lucas & Associates, Los Angeles, for KTTX, Seattle, and KPER, Gilroy-Hollister, Cal. . . Richard O'Connell, for WTVY, Dothan, Ala. and KLFY-TV, Lafayette, La. William J. Reilly will represent both stations in the Midwest

## Serving More

than any other Indiana\* TV STATION



(251,970 TV HOMES)
TERRE HAUTE
INDIANA

\* Except, of course, Indianapolis

BOLLING CO., NEW YORK, CHICAGO
OS ANGELES, SAN FRANCISCO, BOSTON



In Denyer, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denverradio station KOSI!

KOS

5000 Watts Denver is KOSI-land!

Give a "whistle" for your Petry Man WGVM-Greenville, Miss. KOBY in San Francisco MId-America Broadcasting Co.

CBS Radio Spot Sales, for WRBM-FM. Chicago . . . The Bolling Co., for WEW, St. Louis and WKYB, Paducah, Ky.

On the personnel front: Gale Blocki, Jr., co-founder of the dissolved Simmons Associates, joins the Bolling Co. as sales manager of the Chicago office . . . Martin Percival and Bob Lewis, account executives in the New York office, radio division, Edward Petry & Co. . . . Allan Klamer, to the New York sales staff, Jack Masla & Co.

#### RADIO STATIONS

Radio has latched on to the hulahoop craze as a promotion device.

The Bartell Group will stage a championship match at the Grand International Hula-Hoop Olympics in October.

The nation-wide competition will send champions from each section of the country to San Francisco for a spin at the national title.

Regional hula champs will be chosen in contest sponsored by KOBO, San Diego; WOKY, Milwaukee; WDYE, Birmingham; WILD, Boston; WAKE, Atlanta and KYA, San Francisco,

Grand prize: the winner will go to Hawaii-for hula lessons, naturally.

Lanny Ross, radio d.i. and vocalist, becomes assistant to the general manager at WCBS, New York, 1 October.

Along with his move into the management rank of broadcasting Ross will continue with his radio show, heard daily in a new time period, 11:30-11:45 a.m.

The NAB is looking into the editorializing trend.

It's conducting a survey on editorializing by radio and tv stations. Purpose: to determine how and why stations editorialize, or why they do not.

Station Sales: WINN, Louisville, to Glenn A. Harmon (bringing his 163/3% that he previously owned to 45%), Oldham Clarke, French Eason (Chicago radio sales manager for H-R Reps), Charles Wheeler and Jessee Chambers, for \$266,500 plus relieve of indebtedness of \$74,000.

An Arizona celebration: K-CUB. Tucson, put on an all-day rock 'n' roll session and a bear hunt last week, as



GUARDIAN BLDG. DETROIT

ADAM YOUNG, INC. National Representative

J. E. Campeav President

it became the newest member of the Gordon Group,

Other stations in the group include: WSAI-AM & FM, Cincinnati; K-BUZ, Phoenix; and KTYL-FM, Phoenix.

#### Ideas at work:

- KFWB, Hollywood, has wrapped up its campaign for getting out the vote this November: Banners for auto bumpers, campaign buttons, and onthe-air promotions for the station's choice—Howdy Hooty. Letters of congratulations were sent to KFWB by Edmund Brown and William Knowland, the state's gubernatorial candidates.
- WORD, Spartanburg, has launched its promotion via a "910 Orbit" theme. Included, was a Walking Man asking folks if they heard the "910 WORD" and models with placards stating "I have nothing on but the 910 WORD." Last week, the station aired for the entire day from a local Sears Roebuck parking lot, helping to boost the sales of cars.

Thisa and Data: Bartell Family Radio station WILD, Boston, reports its biggest upsurge of sales during Au-

SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

gust: 116 new accounts, more than doubling the number of advertisers the station had on the air the last week of July . . . Football note: For the first time, WPRO, Providence, will air all the Brown University football games, sponsored by the R. I. Hospital Trust Co.

Station staffers: Harry W. Moore, Jr., promoted to radio sales manager, WTAR, Norfolk . . . Stan Edwards, sales manager, WTRY, Troy . . Thomas Moore, assistant to the sales manager, WBAL, Baltimore . . . Verue Nobles, publicity promotion manager, WBK, Detroit . . . Eddio: Van Camp, promoted to sales service manager, KBIG, Catalina . . . Herm Schneider, sales manager, WISN, Milwaukee . . . Chris Stolfa, named sales manager, KCMO-FM, Kansas City.

Joseph K. Mikita, appointed to the newly created post of controller for the Westinghouse Broadcasting Co. . . . Lorence Press, named general manager of the Allied Record division, American Sound Corp. . . . Don Metzger, special events director and account executive, K-ACE, Riverside, Cal. . . . Archie Grinalds, sales manager, WDIA, Memphis . . . Warren Stout, national sales manager, KFAL, Fulton, Mo. . . . Joyce Tromblee, new traffic manager at KSO, Des Moines . . . James Murray, account executive, WAMP, Pittsburgh . . . Robert Boak, account executive, WEZE, Boston . . . Howard Lenzer, to the staff of WINE, Buffalo, as account executive.

#### TV STATIONS

The great iconoclast is getting a stomach remedy.

Ben Hecht, star of his own show via WABC-TV, New York, has signed three clients for it: Pepto-Bismal; Schiffli Lace & Embroidery and the Wine Advisory Board.

The show debuted last week, and airs each weekday night.

Directors, officers and managers of the Transcontinental Television Corp. held a series of meetings in New York last week, devised as a "working session" for the group.

Transcontinent owns and operates WGR-AM-TV, Buffalo; WROC-TV, Rochester; part ownership in WNEP- TV, Wilkes-Barre-Scranton; and 50% owner of the Shenandoah Broadcasting Corp. (WSVA-AM-TV, Harrisonburg, Va.).

Marie Hulbert, home economist at KOLN-TV, Lincoln, is in New York this week, as the only representative in our industry sitting on the judges panel for Pillsbury's 10th Grand National Bake-Off.

#### Ideas at work:

- To kick off its opening last week, WTAE, Pittsburgh, had pretty girls in the downtown area and all major shopping centers hand out 15,000 small bags containing four lollipops, for the new Channel 4.
- James Gerity, Jr., president of WNEM-TV, Bay City, Mich., played host last week to more than 50 agency, network, trade press and rep people in a tour of the station's market. The purpose of the promotion: to show the guests the wide area WNEM-TV covers.

Re educational tv: A "first" is claimed by WTVW, Evansville, as a commercial station being used for inschool educational tv on an area basis. The station is telecasting six different courses in the regular curriculum of schools in 10 counties in southern Indiana.

Anniversary: To celebrate its first year of telecasting, WFGA-TV, Jacksonville, sent lead pencils to advertisers and agencies, with its call letters stamped on them.

Strictly personnel: Russell Gohring, promoted to general manager and v.p. of WNEM-TV, Flint . . . Roy Bacus, named station manager, WBAP-TV, Ft. Worth . . . Hal Biard, executive assistant for programing and production, KCOP, Hollywood . William Decker, director of tv sales, Stanley Brightwell, to the newly created post of film coordinator and Robert Lemon, named general executive, WNBQ, Chicago . . . Gerard Roche, account executive, WNEP-TV, Scranton-Wilkes-Barre . . . Jim Manion, to the sales staff, WEHT-TV, Evansville . . . James Fly, Jr., account executive for the NTA stations . . . Alan Simms, audience promotion supervisor and Bur Sienkiewicz, press information supervisor, WCAU-TV, Philadelphia.

Another first in broadcast trade publication circulation analysis is made available by SPONSOR with its audited breakdown of all subscribers by job titles.\* Six out of ten of all SPONSOR subscribers are in agency and advertiser categories.

#### SPONSOR

The weekly magazine tv/radio advertisers use

Station managers and others interested in this breakdown of SPONSOR subscribers are invited to write SPONSOR-Job-Titles, 40 East 49 Street, New York 17.

#### SPONSOR ASKS

(Cont'd from page 55)

responsibilities . . . first, to its affiliates and the audiences they serve; second, to its advertisers in securing for them a profitable sale of their products in volume through the use of the regional network's facilities. The regional network that deserves a place in today's radio should be geared to reach deep into the population it covers and actually "corner" potential buyers for the products of advertisers who use the network with commercial schedules of reasonable weight.

Let us take the Inter-Mountain Radio Network, put it under the glass and see how it stacks up. IMN. is composed of 45 radio stations with signals that blanket a population of 4,238,900 people residing in the States of Montana, Idaho, Wyoming, Utah and Colorado. In addition to being available at all times to counsel its affiliates in their programing, promotion, merchandising and the many other functions by which a station strengthens and enhances itself, IMN feeds national and regional news, sports and special events, plus other programing of vital interest to every family in the individual local communities served by its affiliates. The network is, in effect, their ear to the outside world.

On the commercial side, IMN derives advertising dollars for its affiliates from accounts they would never reach and sell if compelled to pursue them on an individual station basis. Then, too, the affiliate is fed programing of outstanding adjacency value for local selling. In short, IMN, the regional network, is a source of strength to its affiliates, not a dead weight at the top using its station lineup as a crutch.

In selling consumer products, many major manufacturers now think in terms of marketing patterns. Heretofore, the regional man had little to say about the media selected, or the area the advertising was to cover. Not so today.

District supervisors responsible for sales in the Inter-Mountain area today are IMN's biggest boosters. They know that only through this network can they reach Montana, Idaho, Wyoning, and Colorado. They are becoming aware of the findings of ARF (March 1958) which tell them that, of the 216 counties in these five states reached by all the television stations in the area combined, 96 counties, or 44.4%, have less than 50% total household penetration.

They know, and are not satisfied with the fact, that regional products are achieving brand leadership by exploiting the deep consumer reach of the Inter-Mountain Network while the nationally distributed products they handle are penalized by "penetration" assumed to be available through big signal stations carrying their schedules. but is not there. These men, whose livelihood and success depend on the public acceptance and sale of their products know the value of the marketby-market merchandising available in this vast area only through the Inter-Mountain Network and its affiliated stations. They know the value of the Inter-Mountain Concall which makes it possible for them to speak in person to retailers located in individual community markets throughout this vast five state area as they sit relaxed in the conference room of the IMN outlet in their community.

Yes, they know the power of Inter-Mountain. Today, these people are also seeing to it that their home offices know and act accordingly. Result . . . Inter-Mountain sales January through August, 1958, up 58%.

In appraising the position this regional network deserves in today's radio and its value to advertisers using radio, it should be noted that in Denver, the flagship market of the entire territory, IMN has an affiliate running close to the leader, in Salt Lake City, the No. 2 market, the IMN station is far and away No. 1. IMN owns and operates five other stations in important markets in the area. Each is rated first in audience delivered in its community. In 28 of the other markets delivered to the advertiser by Inter-Mountain Network the IMN affiliate is the only local radio voice in the community. Obviously, they dominate the listening in their respective areas.

That, as a regional network. INN offers listeners the broadcast bill-of-fare they want, is documented by their tune-in. The brand leaders it has built speaks well for its service to advertisers. The Inter-Mountain Network deserves a high place among regional networks in today's radio, and an earmarked budget by manufacturers advertising products distributed in this area.





e iment's got no place in figuring the GT time-buy, buddy. When it comes to tilg the most for a client's dollar, give me ts—the straight, most recent facts, I mean. k the way I figure KFWB in the Los ges market is what I'm talking about. In Radio on KFWB's Channel 98 is the dof new, exciting radio that has pulled errs right in close.

ol hard facts tell the story: as of July, our shows KFWB as the NUMBER ONE it in the market...with a solid 95.5% in n share-of-audience. Nielsen is UP 74...and Pulse is UP 37.1%...all since

b, uddy, here's one time-buyer who's quit vi; stations strictly by ear... or by 'tradin' The smart time-buyer will always buy V3... first in Los Angeles. It's the thing

write for your copy of tilled brochure: "TIME-Y G FOR FUN AND PRO-". oaded with lots of handy hich make it easy to buy





LYWOOD BOULEVARD, HOLLYWOOD 28 HOLLYWOOD 3-5151

ERI. PURCELL, Pres. and Gen. Mgr. • MILTON H. KLEIN, Sales Mgr.
Represented nationally by JOHN BLAIR & CO.

#### ARB

(Cont'd from page 38)

of every random sample either refuse to bother or give up midway through; but a 60% careful return on a probability sample of more than 300 families is still a good indication of how things are going in the tv corner.

As for diarists giving up halfway through a week, such things happen. The most memorable such happening was a diary faithfully kept up for five days. The pages for the last two days were blank except for a scribbled message: "Sorry I couldn't find time for the past two days but my husband just got back from overseas—first time in two years."

· Arbitron. Probably no ty rating vardstick has captured the imagination of advertiser and broadcaster more than has this electronic device. Connected via telephone lines from tv homes to the central unit in ARB's office, it records every 90 seconds how many homes are tuned to each station in a market. The Arbitron room at ARB's Park Avenue office in New York resembles a gale-stricken radio repair shop; the room next door that features only the Arbitron board (where final computations are translated into little lights that indicate ratings) is far more quiet and orderly. But the heart of the service remains the big automaton which, if 50 homes suddenly tune out a program half way through, records it a minute-and-a-half later; only producers with strong nerves should watch it. The New York operation is still only a partial sample; 300 is the desired one, but telephone lines now accommodate only slightly more than 200.

Each morning, after Arbitron has been checked and its findings changed into ratings, ARB multilith presses immediately turn out complete reports for the day and night before. Arbitron does not measure audience composition although at first it had been equipped with a gadget that was a sort of electronic Peeping Tom and showed the vague figures in a living room before a set.

• Telephone coincidental. For special studies and fast reports, ARB added a telephone coincidental department about two years ago. In about 300 markets on a day or two notice, ARB can survey a special situation via phone and report within a day. This department is doing well; billings now amount to about \$1.50,000 a year.

## NOW! WABT-

## **Birmingham**

is

## WAPI-TV

## Channel 13

meant the best in radio for the past 35 years now mean the finest in television too.

A Complete WAPI Broadcasting Service

#### WAPI

Radio 1070 KC 50,000 Watts\*

#### **WAPI-TV**

TV Channel 13

#### WAPI-FM

FM 99.5 MC 72,000 Watts

\*5,000 Nights Effective Soon

Represented Nationally by HENRY I. CHRISTAL

Represented Nationally by HARRINGTON, RIGHTER and PARSONS, INC.

## **QUAD-CITIES**

ROCK ISLAND . MOLINE E. MOLINE . DAVENPORT

now the nation's

# 47th

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TY NOW!

## WHBF-TV

CBS for EASTERN IOWA and WESTERN ILLINOIS

REPRESENTED BY AVERY KNODEL, INC.



The SELLibrated (and only full powered) station in the GOLDEN VALLEY

## WHTN

CHANNEL 13 Huntington-Charleston, W. Va.

A COWLES OPERATION
Get the dollars and cents story
from Edword Petry Co., Inc.

#### SOAP'S BIG THREE

(Cont'd from page 35)

lion in daytime net tv in this year's first quarter, has stepped that up, is expected to spend closer to \$9 million in this year's last quarter.

P&G's programing policy is similar to its major competitors': 1) buy nighttime net tv shows on the basis of past success, and 2) in daytime net tv hold down the number of stations until you see where the show is going, then expand if it works out.

Colgate's net tv policy apparently is still undergoing change after the company's disappointment with the Colgate Comedy Hour. Shortly after the show went off the air, Colgate (strongly influenced, say admen, by Bates) swung heavily into spot tv. Now Colgate is reportedly heading for a 50-50 spread between net and spot tv.

Colgate's programing policy has been described by one network executive as "huying pretty much what Mr. Little wants." Colgate spreads its brands over almost all its shows, both daytime and night, and groups them wherever desirable.

Lever also had a reorganization which, in late 1956, brought in Sam Thurm (from Y&R) to become media manager. Thurm, whose background is in radio/tv, reflected Lever's desire to move more heavily into air media.

Lever's daytime net tv strategy is interesting as a prime example of maximum dispersion. In an average week on NBC alone this fall, Lever will buy seven quarter-hours, sprinkled throughout the morning and throughout the week with no regular pattern. And the buys vary from week to week, from day to day and from show to show. In nighttime, Lever is strong in net tv show ownership, (although as some agencymen believe, Lever kept too many shows when they were beyond their peak), may swing more to a better balance between net and spot.

Lever apparently is interested in ABC TV's new daytime charter plan, will give it a try. This sort of thinking, say some admen, is what sometimes gives Lever an edge over P&G which is too "hidebound" to experiment with the untried and unproven.

In radio, the Big Three have very definite patterns. In general, the soap makers make spot radio buys for one of three reasons:

1) To supplement tv in areas where tv penetration is not strong enough. For example, Lever's Breeze is using spot in 15 smaller markets because the company felt its tv coverage there was weak.

2) To meet competitive situations. Whether it's a test market campaign or an effort to buy out all available time to freeze out a competitor's new product (an old soap industry trick). spot radio is used extensively and effectively. For new product introduction campaigns, soap makers buy saturation spot radio, primarily 30's and 60's, and in many cases make spot radio the primary medium until the product is established. Spot radio is an ideal medium for market-by-market introductions (the more popular marketing strategy in the soap industry). and several campaigns currently are underway.

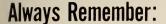
 For special promotions, coupon deals, etc. Spot radio's flexibility means an opportunity to saturate one area, then move on to another.

One advantage spot radio has over net radio for the soap companies is obvious from the age breakdown of daytime net radio shows in any Nielsen report (and a point station reps sell hard): the majority of housewives listening to net shows are in the higher age groups. The soap companies, aiming for the young housewife, find they often reach her better via local spot.

Again, the strategy of the soap companies in spot radio is apparent from a look at RAB's report of time segments bought in this year's second quarter. P&G, sticking with its preference for minutes, bought only 60's—and only about 4.500 of them. Lever, on the other hand, bought more than 16,000 minutes—but also bought a substantial number of 10's, 20's and 30's. Colgate's spot radio buy for the second quarter was about 11,500 minutes and some 20's—but no 10's or 30's.

In net radio—once a major medium for soap companies—tv hit hardest where it hurt most: prime evening hours.

Even in network radio (considering the comparatively small buys they make today), the strategy of the Big Three varies. Lever will jump in with 100 minutes of participating sponsorship for a two-week period, then jump out altogether. P&G will buy 30's and 60's of participating time on a 13-week cycle. Colgate does much the same, but also sticks with its old favorites (such as Bill Stern).



the BIG GAME

In Radio

Is the

**ADULT** 

**AUDIENCE** 

If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

\*PULSE REPORT—Rochester Metropolitan Area Audience Composition Data — March, 1958

BASIC CBS

AM-TV

ROCHESTER



OF WHEC

ADULTS

REPRESENTATIVES: EVERETT McKINNEY, INC. New York • Chicago • Los angeles • san francisco



# HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13











## Tv and radio NEWSMAKERS



Hal James, vice president and radio/tv director of programing of DCSS, has recently been appointed national sales director of Independent Television Corp., it was announced by Walt Kingsley, president of the company. In announcing the appointment, Kingsley said, "We feel that Hal James' experience at the agency and sponsor level will enable ITC to do a better job

of translating its program plans to agencies and advertisers who use network television." James has also been affiliated with Compton Advertising, J. Walter Thompson, Needham, Louis & Brorby. He has been responsible for radio and television planning of such national advertisers as Bristol-Myers, Cities Service, Celanese Corp., McKesson & Robbins and Bayuk cigars. He lives in Westport, Conn.

John Harkrader has been made manager of WDBJ-TV in Roanoke, Virginia. The new position was created when the radio and tv divisions were separated. According to Ray P. Jordan, vice president of broadcasting for the Times-World Corp., the separation of activities was made necessary by the "rapid growth of the service area, and the consequent growth of the



Times-World's broadcast facilities." Harkrader brings to his new position a long association with radio and television. Among his previous positions with WDBJ: promotion director, national sales manager, commercial manager and assistant manager of radio/tv. He resides in Roanoke, and is a graduate of Roanoke College.



Frank E. Koehler will take over as manager of WDBJ, Roamoke, in conjunction with the split of radio and tv facilities. Koehler, whose broadcasting experience dates back to 1934, is a graduate of Tasculum College, and of the even more famous NBC Page Boy School. He also worked briefly for NBC as guest relations supervisor before starting a sales career

which has included positions at WRTD (now WRNL) Richmond, and WSIS and WROV, Roanoke. He joined the staff of WDBJ in 1955 as sales manager. In his new post he'll be one of an increasing number of top station executives, who are devoting full time to radio. He is a past president of the Virginia Assn. of Broadcasters, and on the board of directors of the Roanoke Sales Executives Club.

To sell Indiana. you need both the 2nd and 3rd ranking markets.

NOW ONE BUY YOU NEED TWO GUNS in Indiana!

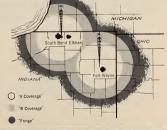


Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets-Fort Wayne and South Bend - Elkhart - with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homesa bigger target than T.A.'s 43rd market!\* Over 1,688,000 total population-more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly \$3 Billionand it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.

call your H-R man now!















# SPONSOR SPEAKS

### Do you know your representative?

These are the days when station managers are congregating in the big advertising centers to talk over new spot business with agencies and representatives. And surely changes in the complexion of the business—even since last year—must seem tremendous, for example:

- Whereas spot once was a fairly casual buy, the speed of today's marketing has made that avenue so important that at Y&R, for instance, as many as 15 specialists will get involved in a single spot campaign.
- By that very token, the role of the representative is taking on a much wider scope. Today he's the glue, if you please, that binds together the whole complex rigamarole of sponsor agency requirements with station capabilities, rates, services, etc. In a relatively few years his function has changed from mere ticket-seller on the spot railroad to traffic manager, expediter, and consultant.

It's a curious fact, though, that while this inevitable evolution has taken place, the representatives nevertheless consider it important right now to devise a new code and polish up their image in general. Even if the effort superficially seems like an unnecessary gilding sponsor heartily endorses it for these reasons:

- Too many stations still don't realize the potential of spot. In fact, the bigger agencies and sponsors actually may be ahead of the stations in their spot thinking. The representatives know this.
- Similarly, some stations apparently still fail to comprehend the multiple services that their representatives makes available.

By all indications, this is going to be an enormous year for the spot medium. And we hope that as station managers get to Chicago, New York, Detroit, etc., they will thoroughly acquaint themselves with the new agency thinking.

In short, get to know your national representative better. It may mean an agreeable, surprising payoff for both of you.



THIS WE FIGHT FOR: A realistic analysis of radio values, both by networks and individual stations, followed by rates that are in proper perspective with such a sound appraisal.

#### 10-SECOND SPOTS

Tender trap: John Burns, a contestant on ABC TV's Who Do You Trust? was trapped in the isolation booth when the door jammed. It took the studio carpenters to release him. Proving that even if contestants shouldn't be fixed, booth doors should.

Jingle revisited: From WTCN, Minneapolis-St. Paul, we learn that one of radio's oldest singing commercials is coming back on the air for Gluek Brewing Co.—"Be like the bottle; say, Gluek-Gluek-Gluek-Gluek, "Or, Hic-hic-hic.

Spare: Rusty, the cairn terrier on the WBBM-TV, Chicago, program, Susan's Show has a stand-in. During each performance, Rusty's double waits patiently off camera. Well, that's life for an understudy.

Bird-watcher: A Madison Avenue adgal has a phobia about pigeons, will in fact cross a street to avoid walking close to one. The other day, she alighted from a Fifth Avenue bus in front of St. Patrick's Cathedral, only to find her way to the curb blocked by a whole flock of the birds. She spun about, and unmindful of the traffic, fairly flew across the Avenue to the Radio City side. As she made the curb, a policeman was waiting, summons book in hand. "There's a jay-walking law, Miss," said the policeman, "so that's going to cost you two dollars." "It's worth it," our adgal replied, "because the pigeons over there wouldn't let me on the sidewalk." The policeman blinked, flipped shut his book and walked away. Our adgal distinctly heard him say, "Holy cow, the neurotics one meets in this town!"

Music-news: Dallas Townsend, CBS Radio newscaster, checked U.S. copyright office and discovered these new song titles: "Take Me to The Moon, Mr. Calhoun," "Spaceship Lullaby," "Sputnik Love," "Beep-Beep, Beep-Beep," "Let Me Be Your Satellite," and "Santa and The Satellite."

Report: In Las Vegas, to show Silent Service is reportedly beating Twenty-One in the ratings. On to maybe, but not in the casinos.

Odd Facts Dept.: WFBM, Indianapolis, in a recent contest, proved it took 5,228½ hot dogs to reach from the studio to a hi fi shop four blocks away. Okay, and that would take how much mustard?

# **WSAZ-TV**

# ... the winner in every race!

- CHARLESTON ARB Share of Audience
  - ✓ HUNTINGTON ARB Share of Audience
    - ✓ AREA ARB Share of Audience
      - NCS # 3 total counties
        - ✓ NCS # 3 daily circulation
          - ✓ NCS # 3 weekly circulation
            - ✓ ARB—TOP 10—In HUNTINGTON
              - ✓ ARB—TOP 10—In CHARLESTON
                - ARB METRO. PORTSMOUTH, OHIO
                  - ARB METRO, PARKERSBURG, W. VA.
                    - ✓ ARB Coincidental Nighttime NEWS



N.B.C. NETWORK
Attiliated with Radio Stations
WSAZ Huntington & WKAZ Charleston
LAWRENCE H. ROGERS, PRESIDENT
C. TOM GARTEN, V.P. & Commercial Manager

# **JUST ARRIVED!**





















GET IT FIRST AND GET IT RIGHT

TIME-CLOCKED NEWS, SPORTS, TRAFFIC REPORTS

RADIO LOS ANGELES

- 570-FIRST ON YOUR DIAL
- NEARLY EVERYBODY IN SOUTHERN CALIFORNIA LISTENS TO KLAC

One of America's Great Independent Radio Stations

# SPONSO

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# spon'sor (spŏn'ser)

n. L., fr. spondere, sponsum,

to engage oneself, promise.] 1. A person, business firm or other organization that finances a TV program in return for advertisement of a product, 2. An advertiser who wishes to reach the GET AGE audience. See ABC Television, et seq. 3. Commonly, one who strives to place his commercial message in the best competitive position with regard to program, time slot and cost. - Syn. Any of the following list of ABC-TV's advertisers:

AMANA REFRIGERATION, INC. · AMERICAN CHICLE CO. · AMER-ICAN HOME PRODUCTS CORP. (WHITEHALL LABORATORIES. INC.) AMERICAN MACHINE & FOUNDRY CO. (PINSPOTTERS, INC.) BEECH-NUT LIFE SAVERS, INC. BRISTOL-MYERS CO. BROWN & WILLIAMSON TOBACCO CORP. CAMPBELL SOUP CO. CARTER PRODUCTS, INC. · CHRYLSER CORP. (DODGE DIV., PLYMOUTH DIV.) CORN PRODUCTS CO. (BEST FOODS DIV.) THE CRACKER JACK CO. THE DRACKETT CO. EASTCO, INC. EASTMAN KODAK CO. FIRE-STONE TIRE & RUBBER CO. GENERAL ELECTRIC CO. GENERAL FOODS CORP. GENERAL MILLS, INC. GENERAL MOTORS CORP. (AC SPARK PLUG, CHEVROLET, OLDSMOBILE DIVISIONS) GILLETTE CO. (TONI CO.) GOLD SEAL CO. THE B. F. GOODRICH CO. (FOOTWEAR AND FLOORING DIVISIONS) HARTZ MOUNTAIN PRODUCTS HILLS BROS. COFFEE, INC. JOHNSON & JOHNSON KAISER INDUSTRIES CORP. KELLOGG CO. P. LORILLARD CO. LUDEN'S, INC. · MANHATTAN SHIRT CO. · MARS, INC. · MATTEL, INC. THE MENNEN CO. MILES LABORATORIES, INC. MILLER BREWING CO. MINNESOTA MINING & MFG. CO. NATIONAL BIS-CUIT CO. THE NESTLE CO., INC. PROCTER & GAMBLE CO. THE QUAKER OATS CO. RALSTON-PURINA CO. REYNOLDS METALS CO. R. J. REYNOLDS TOBACCO CO. HAROLD F. RITCHIE, INC. SEVEN-UP CO. SHULTON, INC. SMITH BROS. SWEETS CO. OF AMERICA, INC. SYLVANIA ELECTRIC PRODUCTS, INC. UNION CARBIDE CORP. (NATIONAL CARBON CO.) VICK CHEMICAL CO. THE WELCH GRAPE JUICE CO., INC. WILLIAMSON-DICKIE MFG. CO.

# pon'ta·ne'i·ty (spŏn'ta·nē'i·ti) n.

1. The quality of acting from an inner energy; always implies the power of choice. 2. Specifically, that which characterizes the way advertisers move to

ABC TELEVISION

# **RADIO PEPS UP ITS NEWS** I FADERSHIP

The local radio station is becoming the nation's No. 1 reporter on local news, 'Copters, mobile units, speedboats build ratings, audience loyalty and prestige, and attract big buyers

Page 29

# Radio/tv boost North Agency to top in three years

Page 32

## **Trendex** moves into 50 new markets Third of a

SPONSOR series Page 36

## How tv whipped the sales potato for French's

Page 38

DIGEST ON PAGE 2



Territorial Governor of Alaska, Mike Stepovich, on the left, shown here accepting a film of Iowa's Governor Loveless welcoming Alaska to the Union. Presenting the film

is Dick Compton, KYTV newsman, who was on hand, to record personally, this history-making event of Alaska's becoming the 49th state for KYTV viewers.

# WHEN THE BIG NEWS WAS ALASKA A KVTV NEWSMAN WAS THERE

Dick Compton's trip to Alaska is typical of the traveling RVTV newsmen do to record and film news as it happens. A team covered the "Peaceful Uses of Atomic Energy" conference in Geneva, Switzerland. Daily films were rushed back for use on KVTV. Channel 9 viewers saw last minute films of the Lebanon crisis. KVTV was in Beitrut when the news was made. Another team will cover South American news next February.

Why this on-the-spot coverage of news? KVTV believes it has a responsibility to

the people it serves. A duty to keep them intelligently informed on domestic and world affairs. This is best done by sending men to report and interpret the news as it happens, when it happens.

What does all this mean to you? People in the Sioux City area have come to depend on KYTV as the station with the important things first. That's why KYTV is the most watched station in Sioux City—why KYTV is your best buy in Sioux City.





Bob Billman, left, and Charles Powell, right, along with Dick Compton, pictured above, comprise the KYTV news team. These are the men who bring to KYTV viewers the latest reports and films of the local, national and world news wherever it is happening.



CBS · ABC



PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio WRFD, Worthington, Ohio WTTM, Trenton, New Jersey WMMN, Fairmont, West Virginia WNAX, Yankton, South Dakota KVTV, Sioux City, Iowa Serving more Advertisers

than
any other
Indiana\*
TV STATION

WTHI-TV Ch.



(251,970 TV HOMES)
TERRE HAUTE, INDIANA

**CBS** 

ABC

**NBC** 

\*Except of course Indianapolis

BOLLING CO., NEW YORK, CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON



#### 4 October 1958 • Vol. 12, No. 40

# SPONSOR

## THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### DIGEST OF ARTICLES

#### Radio news gears itself to jet age

29 Today, the radio station has taken over the newspaper's job of reporting local news. Here's what this significant trend means to media field

#### North agency builds fast with radio/tv

32 Chicago agency, starting only three years ago, is already billing over \$11 million. Marketing, research both play big role in its operation

#### The big stereo broadcast boom is here

35 Lawrence Welk on ABC TV/AM and George Gobel on NBC TV/AM kick off first regular network programing in stereo sound. Here's outlook

#### Trendex to add city reports

36 New service will cover 50 markets on a regularly reporting for first time a market-by-market brand share index for 20 product categories

## Tv makes French's the "grocery product of the year"

38 French's broke consumer advertising for its Instant Mashed Potato last year exclusively on television. Results: an over-all sales gain of 250%

#### How do you rate on SQ-1?

39 Here's a bright new SPONSOR quiz on industry abbreviations, Everyone knows what BBDO stands for. But can you identify these 30 other.?

#### Tea spots run one-two in radio vote

40 2000 air media execs give first place to National Tea Council radio commercials prepared by Leo Burnett, second to Ogilvy's Tetley campaign

42 The wild effects of radio on weather and vice versa, as Seattle disk jockeys pray for rain and New York radio airs report on fake hlizzard

#### Karl's shoes sells minority markets with spot radio

42 For the past 18 months this West Coast shoe chain has beamed its sales story to 'markets within markets.' Management says it's well pleased

#### SPONSOR ASKS: Can off-beat animated commercials really sell a mass market?

44 With the increased use of animated commercials three experts discuss the question of whether the off-beat really sells a mass market

### **FEATURES**

55 Film.Scope

22 49th and Madison

56 Marketing Week

60 News & Idea Wrap-Up

6 Newsmaker of the Week

60 Picture Wrap-Up

58 Sponsor Hears

12 Sponsor Backstage

17 Sponsor-Scope

70 Sponsor Speaks

46 Spot Buys

70 Ten-Second Spots

8 Timehuvers at Work

68 Tv and Radio Newsmakers

48 Ty Results

57 Washington Week

Editor and Publisher Norman R Glenn

Secretary-Treasurer Elaine Couper Glenn VP-Assistant Publisher

EDITORIAL DEPARTMENT

**Executive Editor** 

John E. McMillin

Managing Editor

Alvin W. Outcall News Editor

Bernard Platt

Ren Rodec Special Projects Editor

Alfred J. Jaffe Senior Editor

W. F. Miksch

Associate Editor Russ Carpenter

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles)

Pete Rankin Film Editor

Beth Drexler Brod

**Assistant Editors** Jack Lindrup

Gloria Florowitz

Contributing Editor Joe Csida

Art Editor

Maury Kurtz

Production Editor

Florence B. Hamsher

**Editorial Assistant** 

#### ADVERTISING DEPARTMENT Sales Manager

James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

Production Manager Jane E. Perry

Sandra Lee Oncay, Asst.

Administrative Staff

Dorris Bowers George Becker

Laura Datre

Laura Oken Jessie Ritter

Promotion & Research Dept. Jane Pinkerton, mgr. Sara Nicoll

Circulation Department

Seymour Weber

Harry B. Fleischman Member of Business Publications Audit of Circulations Inc.

**BPA** 

SPONSOR PUBLICATIONS INC. SPONSOR PUBLICATIONS INC.
combined with TV. Executive, Editorial, Circuistion and Advertings Offices: 40 E. 49th 51.
49th 6. Macion New York 17, N. V. Telst(49th 6. Macion New York 17, N. V. Telst(512 N. Michigan Are, Phane; Sulperter 7-5985
612 N. Michigan Are, Phane; Sulperter 7-5985
613 N. J. 13, 13 Clim Are, Battimere II,
Md. Subscriptions; U.S. 53 a year. Canada and
Address all correspondence to 40 E. 49th 51,
N. Y. 13, N. Y. Murzy Hill 8-2772. Published
welly by 3070507 Publications, Lesteed a
more pastellice under the 4ct of 3 March 1879.
1978 Sponsor Publications Long.
1978 Sponsor Publications Long. ©1958 Sponsor Publications Inc.

# MEET ME IN ST. LOOIE, LOOIE



SEMINAR

SALES PROMOTION \* AUDIENCE PROMOTION \* MERCHANDISING \* PUBLICITY \* PUBLIC RELATIONS \* COMPETITIVE MEDIA PROMOTION \* TRADE PAPER ADVERTISING

These are the top subjects to be studied in depth at third annual BPA Seminar, Chase Hotel, St. Louis, November 16 through 19. Most of the top broadcast promotion brains in the industry will be bustin' with ideas for stations big and small, in big markets and small towns, radio and TV.

If you've got a stake in broadcast promotion, you'll want to meet us at the Chase.

Full and partial registrations are available now. You can inquire at BPA Headquarters, 190 North State Street, Chicago, for information on individual sessions.

|                  | liam E. Pierson<br>sters Promotion Assn.,                  | ,190 N. State S | treet, Chicago | I, Illinois |
|------------------|--|-----------------|----------------|-------------|
| Semina<br>ber 16 | reserve<br>ratthe Chase Ho<br>through 19. My c<br>-\$35.00 | tel, St. Louis  | , Missouri,    | Novem-      |
| NAME.            |  |                 |                |             |
| ADDRE            | SS   |                 |                |             |
| CITY             |  |                 | STATE          |             |

I will make my own hotel reservation.

CLIP OUT AND MAIL

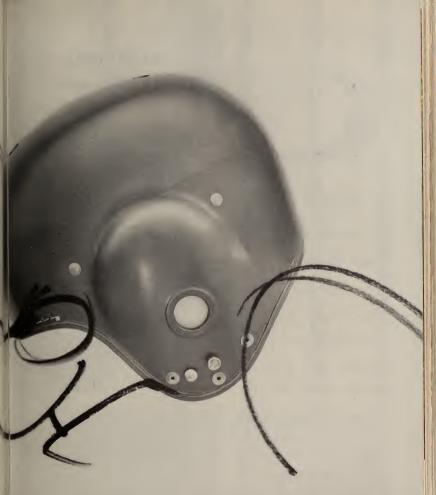


Better take to the air in Los Angeles...where KMPC, and only KMPC, puts its advertisers' messages into as much as 37% of all metropolitan radio homes in a single day...where KMPC is ahead, too, in the number of listeners reached in each radio home. / KMPC's clear edge over the competition was nothing to teenage razzle dazzle. Instead, KMPC gives isteners such solid fare as the area's fastest, most versatile news service (3 mobile units and 24-hour monitoring of overseas radio stations), such sports features as the games of the

mighty Los Angeles Rams and Dodgers. / The advertise wants thorough coverage of the sprawling Los Angele ket will make 50,000 watt KMPC his first choice. Give AM Radio Sales, a call and we'll show you exactly why

# KINPC GOLDEN WEST BROADCASTERS, LOS AND

Sources: Pulse, July-August 1958; Pulse Cumulative Audience, June 1958; Pulse Audience Composition Supplement, Summer 1958—or, if you like, Hooper, August 1958.



his ahead? In San Francisco the answer is as plain as can SFO leads every other station—morning, afternoon and eing...both weekdays and weekends. Besides, KSFO aces more people per quarter hour in each listening home. Macts beyond the decimal points are impressive, too. Si ) gives its listeners action, not the synthetic excitement mmicks and give-aways but the sure impact of such actions as live coverage of the games of pro-football's each baseball's Giants, weather reports from the stator own airplanes, traffic information from dozens of estaborous designs and baseball's Giants, weather reports from the stator own airplanes, traffic information from dozens of estaborous designs and several se

lished check points on the ground. / There's more to the story. But it all adds up to this: in the big Bay Area more and more people are paying attention to KSFO. If you sell something they should hear about, call us or AM Radio Sales.

# KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO



"JAXIE"
ROLLS OUT THE
RED CARPET

TO WELCOME

Kellogg
TO WFGA-TV's

GROWING FAMILY OF PRESTIGE ADVERTISERS

NBC-ABC

Represented Nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida

FLORIDA'S COLORFUL STATION



# NEWSMAKER of the week

Last week, 250 key executives of one of the nation's leading advertising agencies—Benton & Bowles—gathered for a special two-day "Account Management Conference" at N. Y.'s Sheraton-Plaza Hotel, heard of sweeping changes being made in the advertising business "because our industry is as dynamic in terms of change as the guided missile industry."

The newsmaker: Robert E. Lusk, president of Benton & Bowles, who called the unusual (for the agency business) management session because as he said, "we must take stock of where we've been, where we are, and where we're going."

Obvious to all industry observers is that fact that B&B seems to be heading upward at a healthy rate. Lusk announced last week that the agency's billings will top \$100 million in 1958, an increase of \$8-9 million over last year.

Even more significant in terms of change, is the emergence of tv as the dominant factor in the agency's operation. Today more than

65% of B&B's billing is in air media, with tv getting by far the biggest chunk.

"It's a fact we kept stressing over and over again to all of people," said Lusk in a special SPON-SOR interview. "Tv, and marketing with tv, are the two biggest factors in our operations, and we have to plan all our activities around them."

Sensitivity to changing conditions in the agency business has marked B&B planning during the



Robert E. Lusk

past decade. With billings up 350% since 1948 the agency was the first to institute an "all-media" buying setup, and the first to change its creative department from print and broadcasting specialists to a copy group team operation for all media.

B&B also stresses air media programing facilities (a special film on this was shown at the management conference) and the agency is responsible for more tv programing for both P&G and General Foods than any other agency serving these giant clients.

Among important bits of news announced by Lusk to R&B executives last week was the purchase by the agency of a controlling interest in the London firm of Lamb and Robinson, a British agency with approximately \$6 million in billings, including the account of P&G's English subsidiary, Thomas Headley and Co. The new firm will be known as Lamb and Robinson-Benton & Bowles.

Main purpose of last week's conference, however, was to "show our people how to do a better job in servicing accounts." And, says Lusk, the most important things in the whole operation are knowhow about marketing, and know-how about air media.



In the nation's insurance capital, cagey advertisers insure results with WHCT, solid-as-a-rock leader among Greater Hartford's television stations. WHCT has...

... largest share of audience, average sign-on to sign-off, throughout the broadcast week; ... greatest number of quarter-hour wins, sign-on to sign-off, throughout the broadcast week; ... highest-rated late evening news and weather show in the Hartford-New Britain market; ... audience leadership in premium Class AA time... with more quarter-hour wins than all three competing stations in the market combined! SOURCE: LATEST HARTFORD ARB (A-WEEK STUDY)
Throughout prosperous Hartford-New Britain, where average yearly family income tops

the \$8,000 mark (fourth highest in the United States), your best sales insurance is...

CBS OWNED CHANNEL IS WHCT IN HARTFORD, CONN. REPRESENTED BY CBS TELEVISION SPOT SALES

# BALTIMORE SUCCESS STORIES



TELEVISION STATION

TELEVISION AFFILIATE OF THE

COLUMBIA BROADCASTING SYSTEM Represented by THE KATZ AGENCY, Inc.

New York, Detroit, St. Louis, San Francisco,

Chicago Atlanta, Dallas, Los Angeles

# **Timebuyers** at work

Doris Gould, chief timebuyer, Product Services, Inc., New York, feels strongly about station representatives who don't send written confirmations to buyers before air time. Doris says, "Representatives lag behind with these important confirmations just when the margin of error is most likely to rise-when staffs are taxed with an increased

volume of business due to heavy seasonal buying. The myriad transactions during fall and spring intensify the need to carefully check every detail of the written confirmations. Only then can mistakes be spotted in time for correction. One of our clients, Continental Floor Wax, for example, times its current saturation campaign to coincide with consumer demand for fall supplies. Every commercial aired reacts upon the client's sales



curve. A commercial missed due to a slip at any level is costly." Doris points out that written confirmations clearly identify the guilty party in the case of error. "No buyer or representative can plead innocent in the face of facts-and the buyer who crawls out on a limb for a rep too often had better get hep to the law of survival."

Barbara Singer, Victor & Richards, Inc., New York, feels that "television, contrary to popular belief in the trade, is one of the best mediums for mail order accounts. (The agency handles direct order accounts, not 'per inquiry.') Although it is generally believed that it's necessary to utilize newspaper and magazine advertising featur-



ing coupons for a high percentage of return with mail order accounts, we at Victor & Richards have discovered that the tremendous visual impact of television equals print advertising's advantage." In mail order advertising, Barbara points out, it is necessary to presell the consumer on the product. So television's ability to demonstrate the merchandise and at the same time convey believability, produces a proportionately

high response. In addition, Barbara notes, television advertising is flexible, creates prestige, and offers high product identification. "Since we can measure results in mail order almost immediately after exposure," Barbara says. "we know the value of television better than most agencies and advertisers working in the medium."



# shake hands with the West

It begins in Kansas City-home of the American Royal, citadel of jazz, gateway to the Great Plains. And if you want a typically warm Western welcome, we suggest you give your product or service a voice on KCMO-Radio.

For KCMO-Radio (with 50,000-watt coverage in parts of four states) serves all the community. How? With intelligent CBS network programming, colorful locally-originated shows, award-winning news and public service broadcasts.

The stakes (and steaks) are big in more-than-amillion Kansas City.

Ask anyone who's met the West on KCMO-Radio.

# RCWO-radio / Je Kansas City, Missouri

KANSAS CITY SYRACUSE PHOENIX **OMAHA** TULSA

ксмо WHEN КРНО WOW KRMG

KCMO-TV The Katz Agency
WHEN-TV The Katz Agency
KPHO-TV The Katz Agency
The Ka

Represented nationally by Katz Agency Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUC-CESSFUL FARMING Magazines.

# TH



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

# MR. HAMMERHARDER

"Hit the line hard!" says Mr. Hammerharder - and he does! Day after day and night after night his Spot TV announcements drive through the middle of the big markets and bowl over his opposition in the smaller ones.

Then, his whole budget takes a rest between halves.

3 mg 45 mg

Mr. Hammerharder's advertising scores heavily, because Spot Television enables him to apply it with great power - and no waste.

Your PGW Colonel would like to send you "A Local Affair", a booklet that will show you how powerful Spot Television is on the local scene where your sales are made - or lost. Just write to PGW Spot Television, 250 Park Avenue, N. Y. C.

|   |                 |                     | MHO-14  | Des moines           | 13 | MRC     | MRY-1A  | Boston       | 4 .   | MRC |     |
|---|-----------------|---------------------|---------|----------------------|----|---------|---------|--------------|-------|-----|-----|
|   |                 |                     | WOC-TV  | Davenport            | 6  | NBC     | WGR-TV  | Buffalo      | 2     | NBC |     |
| WEST  |                 |                     | WDSM-TV | Duluth-Superior      | 6  | NBC-ABC | KYW-TV  | Cleveland    | 3 1   | NBC |     |
| KB01-TV   | Boise           | 2 CBS               | WDAY-TV | Fargo                | 6  | NBC-ABC | WWJ-TV  | Detroit      | 4     | NBC |     |
| KBTV  | Denver          | 9 ABC               | KMBC-TV | Kansas City          | 9  | ABC     | WJIM-TV | Lansing      | 6     | CBS |     |
| KGMB-TV   | Honolulu        | 9 CBS               | WISC-TV | Madison, Wis.        | 3  | CBS     | WPIX    | New York     | 11    | IND |     |
| KMAU KHBO                                       |                 | 9 603               | WCCO-TV | Minneapolis-St. Paul | 4  | CBS     | KDKA-TV | Pittsburgh   | 2     | CBS |     |
| KTLA  | Los Angeles     | 5 IND               | WMBD-TV | Peoria               | 31 | CBS     | WROC-TV | Rochester    | 5     | NBC |     |
| KRON-TV San Francisco<br>KIRO-TV Seattle-Tacoma | 4 NBC<br>7 CBS  | SOUTHWEST SOUTHEAST |         |                      |    |         |         |              |       |     |     |
|   | ocottic raconia | , 003               | KFDM-TV | Beaumont             | 6  | CBS     | WCSC-TV | Charleston,  | S. C. | 5   | CBS |
|   |                 |                     | KRIS-TV | Corpus Christi       | 6  | NBC     | WIS-TV  | Columbia, S  | . C.  | 10  | NBC |
|   |                 |                     | WBAP-TV | Fort Worth-Dallas    | 5  | NBC     | WSVA-TV | Harrisonburg | , Va  | . 3 | ALL |
|   |                 |                     | KENS-TV | San Antonio          | 5  | CBS     | WFGA-TV | Jacksonville |       | 12  | NBC |
|   |                 |                     |         |                      |    |         | WTVJ    | Miami        |       | 4   | CBS |
|   |                 |                     |         |                      |    |         | WDBJ-TV | Roanoke      |       | 7   | CBS |

EAST

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCO



Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB\* ratings, plus award winning promotion.

# Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.



ABC

SHREVEPORT, LOUISIANA

E. Newton Wray Pres. & Gen. Mgr.

\*May 1958 ARB Metro. Shreveport Survey



# Sponsor backstage

#### A new show, a tarnished idol

The years play rough with us. Too often they corrode the shoes of those we place on pedesta and reveal the clay content of the feet. And too often what was in the idol's mind is eventually exposed as something less inspired than we first believed. In my youth, there wasn't one of us, trying to learn our way with a word who didn't read Ben Hecht, and about him with awe. A week or see as WARC TV here is New York.



week or so ago on WABC-TV, here in New York, Hecht made his tv debut, and sat there barefooted, just ordinary clay.

True enough the clay is still camouflaged in long strings of colorful, picturesque, often sharp and witty phrases. But the thinking underlying the phrases; the knowledge, the philosophies are shallow and irresponsible. Hecht opens each show reading an essay, freshly written by him, on the evening's theme, with side excursions into any other area which strikes his fancy. On opening night, on the theme of television commercials, he inserted his opinion on President Eisenhower's announcement that we would help the Chinese Nationalists defend Quemoy and Matsu, and would resist an armed aggression against Formosa.

"The China the President says we'll fight for doesn't exist," said pundit Hecht. "Chiang is a Faubus and Taiwan a Little Rock."

#### Talented but uninformed

The talented Hecht is certainly entitled to his opinion, but it is shamefully shallow and almost childishly irresponsible for him to oversimplify as serious and complex a situation as we face in the Far East, by coy analogy. Most thinking and experienced observers maintain that the Red Chinese, Soviet-supported, assault on the offshore isles at this point is merely an initial probing to see how far we will permit them to go in taking over the whole of East Asia by force, before we step in.

But, as I said, Hecht merely inserted his commentary on Formosa in passing along the way to a bitter, though weary, denunciation of tv commercials. Here again he demonstrated that he would rather say something he considers shocking, than something he knows to be true.

"Television commercials and the atom bomb," he read, "are the two things most disliked by the people of America today."

He expressed fatigued amazement over the fact that sponsors continue to present commercials on television. He proceeded to gnaw the hand that feeds him (he is sponsored by Schiffli Fabrics) clear up to the elbow, and then invited his guest, our erstwhile columning mate, and BBDO radio/Tv Vice President (author of "The Hot Half Hour," a novel about a quiz show) Bob Foreman to make rebuttal. Bob did fine, in so far as the boorish Hecht would permit.

"While you have a charm completely your own," he said to Hecht, "the manner in which the copy is read on the audio portion of these commercials is a little different from your reading."

Hecht delivered each piece of commercial copy in the infinitely

# Tetting more out of television

In three all-important areas,

J. Walter Thompson Company is finding new ways to increase the value of TV as a marketing tool

## 1. The message

In a matter of seconds—sometimes as few as ten—the viewer must recognize a special quality in a product that is news to him ... a quality that will better fill some need in his life. What is the news? And how can one be sure it is presented most effectively?

In its unique TV Workshop, the J. Walter Thompson Company tests ways of presenting a product under actual telecast conditions—before spending time and money on a finished commercial.

The most effective demonstration of the special quality of one household product was selected for the finished commercial, only after 25 such experiments.

Thus, the TV Workshop offers a new method of extending the boundaries of creative imagination, then provides the visual evidence needed for the soundest choices.

## 2. The program

What *type* of program will attract the audience the message is designed to reach? Will the background provided by such a program be appropriate?

Should it be a Western? A situation comedy? Variety? Drama? Why are some programs in each of these categories more efficient than others? Why do some fail—others succeed? Do some of them have "survival qualities" which will assure them of continuing success?

Every type of program has "survival qualities," to

greater or lesser degree. J. Walter Thompson Company is continuing to find new means of appraising and creating such "survival qualities"—to help make television an increasingly reliable marketing tool.

## 3. Time period

Convincing message, Outstanding program. But . . .

they can be fully productive only in the right kind of time period.

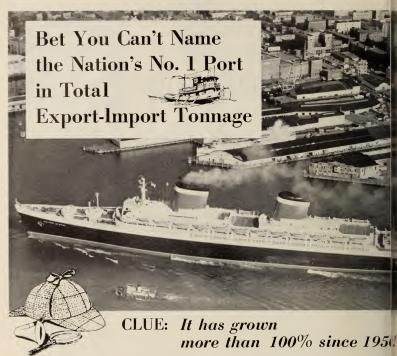
Selecting the right kind of time period is an art calling for special knowledge as well as special skills in analysing competition and in predicting the viewing patterns of particular shows.

J. Walter Thompson Company has recently issued a confidential study of television which illustrates this special knowledge. It covers television from virtually every angle. Program types and trends, viewing habits, audience characteristics, network rate structures and procedures, and rating services are among the basic topics covered.

This study has been called "searching...objective... authoritative."

If you would like to explore with us the most effective use of TV as an integrated part of your marketing program, we would be happy to discuss it with you.

There are J. Walter Thompson Company offices in: New York, Chicago, Detroit, San Francisco, Los Angeles, Hollywood, Washington, D. C., Miami.



The answer\* is Tidewater, Va. In other words, Norfolk and Newport News... side by side on the great harbor of Hampton Roads.

If you were surprised by Tidewater's rank as a port, you may be surprised also by its rank as a *market*.

Two reasons why this is likely: 1) Rapid growth—nearly 60,000 population gain in 1957 alone! 2) Its true size is obscured by the Government list of metro county areas which separates Norfolk and Newport News, though they are less than

four miles apart at nearest points, ar inseparable for all radio and television marketing purposes.

Combine them and you find a met county area of over ¾ million people, to ping all in the southeast except Atlanand Miami.

Tidewater, Va., is what Virginians can it. TIDEWTAR is a better way to spell ... and the best way to sell it. For WTALTV is the greatest marketing force this great and growing market!

\*Source: FT Report 985, U.S. Dept. of Commerce, Bureau of Census.







esident and General Manager Campbell Arnoux

ce President for Sales Robert M. Lambe

ce President for Operations John Peffer

ed by Edward Petry & Co., Inc.

tired manner in which he does the whole half hour. To this viewer it is the most honest phase of the show. There is little doubt that Hecht is indeed a tired old man.

Bob also pointed out that a cold reading of the audio portion of the commercial, without the accompanying video hardly gives an accurate picture of the over-all intent or possible appeal or lack of same of the plug. However, Bob did not have very much opportunity to answer the questions posed by Hecht. Each time he uttered his first, few soft-spoken, thoughtfully considered words Hecht mumbled an interruption. If Bob wins no other award this year, he surely should walk away with the medal for "most polite, most patient guest of the year." He treated Hecht with the respect a brilliant craftsman with words, however shallow and weary today, deserves.

And on the following evening Hecht proved himself far more a gentleman and a human being than he seemed to be on his first show. He opened his second stanza by making apologies to Bob for having cut in on him so continually, attributed his crudeness to "opening night devils," and promised to be more courteous to guests henceforth.

About which, a little more in a moment—but while Godfrey and Henry Morgan, and Alfred Hitchcock and even, on occasion, a Jack Paar are able to sell their sponsor's merchandise by poking fun at the product or its maker, it simply doesn't come off with Hecht.

Perhaps it's a matter of pro, as opposed to amateur. The Godfreys and Paars are old pros—and even a Hitchcock has guided performers through enough shoals to cut a true path himself—and, as a ty personality. Heeft, of course, is a rank amateur.

With Bob Foreman he was too inconsiderate, and got almost nothing from his guest simply because of his constant interruptions, and on the following evening, after making the aforementioned apology, he blew the show for a total failure to hold the reins at all. His guest was Emil Zola Berman, the attorney who defended the tough Marine officer who marched those kids into death by drowning in a swamp.

#### First anticipation, then let-down

Hecht opened show No. 2 by reading his essay on lawyers. Again it was full of observations as lacking in depth as they were colorfully stated. Among other definitions he called lawyers, "immoral moralists."

Berman waited until Hecht completed his reading, and then took over. He treated Hecht like a witness, whom he (Berman) had on the stand under cross-examination. He began comment after comment with phrases like "do you mean to sit there and . . ." and he read these in a most derisive and contempt-filled manner. On one occasion when Hecht did manage to get back into the conversation, Berman said: "I see that you consider to pursue the error of your uninformed ways . . ."

Naturally Zola had a vast advantage over Hecht. He knew his subject (law) intimately and in tremendous depth, and Hecht obviously didn't.

I tuned in the first Hecht shows, hoping, almost expecting one of the best new personality-interview shows in tv, one I hoped would quickly go network. But, as I remarked a few hundred words back, the years play rough.



Bartell Family Radio is

MERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.



# SPONSOR-SCOPE

4 OCTOBER 1958
Copyright 1958
LPGINSOR PUBLICATIONS INC.

Ty network advertisers this fall are spending over \$4.5 million per week for regularly scheduled nighttime programing alone.

Here are some rules of thumb for determining the relation of tv program costs to tv time costs:

NIGHTTIME NETWORK TV: If you call the time cost 100, the show cost will be 70% of that figure.

DAYTIME NETWORK TV: The cost per quarter-hour of programing is about 55% of the time figure.

TV SPOT: National first-run syndication programing averages out to 35% of the time cost; programing for all types of spot averages out to 17% of the time cost.

Source: McCann-Erickson and SPONSOR.

Watch for Revlon to penetrate the proprietary drug field as part of its diversification plan. The expansion will be via the purchase route.

Another direction that Revlon's diversification will likely take is modern foods—perhaps a low cholesterol margarine.

Madison Avenue agencies this week were hopping with station managers. Rep staffs, already loaded with a mass of requests for tv availabilities, found the squiring around of the visitors somewhat tough.

(The wholesale invasion also touched off rumors that some of the visitors were in town to shop around for new reps.)

A major tv spot buyer has joined the ranks of film barterers: Dancer-Fitzgerald-Sample, on behalf of General Mills, is offering the Lone Ranger in return for time.

The deal: Each film will allow for 4½ minutes of commercial time. The station gives General Mills two minutes of this and is free to sell the remaining 2½ minutes.

DFS stipulates 52 films a year and guarantees all handling charges.

It's a good bet that the next big turn in media operations among agencies heavily load with tv and radio will be this: A switch from all-media buying to the old system of air media specialists functioning in their own orbits.

Here's why:

- The specialist in air media has little in common with print; in fact, he must divorce himself from that kind of perspective entirely.
- The air media expert is now required to have a mastery not only over the complexities of tv and radio but over programing as well. Keeping up with the rapid changes in these fields is a fulltime job in itself.
- A top air media specialist is the person who really engineers the pre-sell; if he wears too many hats at one time he can't do his main job full justice.

What management men anticipate as the next step is along this line: At the top there'll be a chairman of all-media planning on an account; but supervision of the buying will be cut right down the middle—with tv-radio in their own bailiwick and the rest of the media in another.

What could stem from this revamping of functions: A surge for control over programing by the tw media authority. (It's already loomed up in a couple of the top ranking tv agencies.)



It looks like the keynote of the Kellogg spot tv campaign this fall will be station merchandising—and lots of it.

Leo Burnett this week was recruiting roadmen whose twin task will be 1) to establish good Kellogg relations with stations carrying its film strips, and 2) make sure that Kellogg is getting ample merchandising mileage out of the shows.

•

A sizable spot radio campaign that popped up in New York was Kelvinator Ranges (Geyer); 60-70 markets are on the list.

Another caller for daytime minute availabilities: Jell-O (Y&R).

The vista for new national spot tv business continues bright. Here are late developments in various spot centers:

Chalk up Minneapolis as a promising source of national spot, especially tv. A number of companies that haven't used tv before are hopping into test markets this fall, with plans of expanding nation-wide.

Among the latest of these:

Butter Kernel Corn (Bruce Brewer), daytime I.D. saturations in five markets for a minimum of eight weeks.

Anderson Window Wall (Campbell-Mithun), looking at weather, news, and syndication for a run of 39 weeks as a test in Pittsburgh. Suggests a case of moving right into Pittsburgh Plate Glass' own backyard.

Gold Seal Glass Wax (Campbell-Mithun) starts a sturdy Christmas campaign mid-November with daytime spots in about 80 markets.

Northwest Airlines (Campbell-Mithun) is mulling a chainbreak schedule, without a test, in all markets from which the airline draws business.

Likely reasons for the Minneapolis spot upsurge: (1) Reps have been concentrating on the city's agencies with presentations, and (2) more stations appear willing to give merchandising cooperation, thus providing reps with a new twist in their pitches.

Chicago's contribution to new national spot tv business the past week included Helene Curtis' Spray Net (McCann-Erickson) and Lever's All (NLB).

Many of the Curtis day and night spots later will be used for Tempo in 10 markets. All's buy—daytime minutes and 20-seconds—is in 50 markets for eight weeks.

Carling Brewing is trying out something new for itself in spot radio.

It's scheduling 5-minute segments of Candid Mike at the rate of 13 to 30 playings a week in these four New England markets: Worcester, Mass., Waterbury, Conn., Augusta, Me., and Berlin, N. H.

It had been using minutes and 20-second spots. Agency: Harold Cabot, of Boston.

-

Here's something that research people think could spread across the country. Existing independent radio stations being knocked out of first place in the ratings as more stations drop network ties and enter the independent ranks as newcomers.

Observers say they see this as a logical mathematical sequence; for the incoming independents will tend to split away audiences—not from network affiliates—but from the other independent stations.

An interesting angle connected with this development: As more stations go independent in a market and intensify the competition within that classification, the total amount of listening increases.

In other words, the invader usually couples a hard-hitting promotion campaign to his entry, and the result of this and counter-campaigns is to stimulate listener interest.



Industry people making the circuit of the current NAB regional meetings report that triple-spotting is the top subject of corridor discussion.

All of which ties in with Leo Burnett's findings-just compiled-from the survey it conducted on triple-spotting policy among 479 stations.

The agency heard from 420 stations as follows:

- . In network option areas, 411 stations have spotting policies that are compatible with Burnett policy.
- In station time areas, 43.1% reported they triple-spot in places where the agency preferred they wouldn't.
- · On the matter of network program cut-backs, 168 stations said they never snip off anything, while 171 admitted they cut out promotion for shows they don't carry and substitute their own promotion spots. Only 54, or 17.5%, reported they cut out the promos for shows they don't carry and substitute commercials.

In making the findings available to stations, Burnett noted: "In the past we have undoubtedly contributed to the (multiple spotting) problem by vigorous demands for high-rated spots. But the problem has assumed such magnitude that we see real evidence of the deterioration of the medium, and some advertisers are beginning to move away from spot television. We are sure you will agree that it's to our mutual advantage to clean house."

The young housewife continues to be the dominant daytime tv viewer by age group.

Here's a breakdown of homes using daytime tv Monday through Friday (10 a.m. to 5 p.m.) as reported by Nielsen for March-April 1958:

| AGE       | % viewing any part of week | AVG. | WEEKLY V | IEWING |
|-----------|----------------------------|------|----------|--------|
| 16-34     | 87.2%                      | 12   | hrs., 27 | mins.  |
| 35-49     | 80.0                       | 10   | hrs., 29 | mins.  |
| 50 & over | 77.6                       | 10   | hrs., 4  | mins.  |

The above represents quite an increase over the like period in 1957. At that time the tally for the 16-34 group was 11 hours; for the 35-49 group, 9 hours and 12 minutes; and for the 50-plus segment, 9 hours and 17 minutes.

Another substantial increase is expected to result from the upcoming competition among the three networks on the daytime programing front.

Compared to a year ago, filmed network tv shows hold a slightly bigger numerical edge over sponsored live programing in prime time this fall.

The comparison in terms of numbers and percentages:

| TYPE  |     | 1957  |     |       |
|-------|-----|-------|-----|-------|
|       | NO. | PCT.  | NO. | PCT.  |
| Film  | 65  | 61.3% | 72  | 59.5% |
| Live  | 41  | 38.7  | 49  | 40.5  |
| TOTAL | 106 | 100.0 | 121 | 100.0 |

Source: October-November 1958 and 1957 COMPARAGRAPHS in SPONSOR.

ABC TV is only four quarter-hours short of the 70 quarter-hours the network has made available for its daytime charter plan.

Also indicative of the boom in daytime tv (see 23 August Sponsor): ABC TV to date has 80 daytime quarter-hours sold, exclusive of Mickey House. All these segments are on a 26-week-firm basis.

Network tv this season is not without an appreciable quota of newscomers. They include Clairol, Williamson & Dickie, Manhattan Shirt, Renault, and Olin Mathieson.

Coming over from spot are Hills Bros. and Brylcreem.



McCann-Erickson this week strongly implied that the American Newspapers Publishers Association was engaging in a destructive kind of selling after the association had tried to fire up dealers against Buick's campaign (which favors tv).

Elsewhere ANPA was accused of **destroying the effectiveness of advertising as a** whole by planting doubts with dealers about the wisdom of the factory's basic promotional strategy.

Apparently ANPA's bureau triggered the attack without knowing that—even though in Buick's introductory phase tv was the No. 1 medium—newsprint would, on the year, get as much money as it did from the 1958 model.

TvB meanwhile had commissioned an outside study on what viewers thought about the initial Bob Hope show for Buick and their opinion of the 1959 model.

The findings: Of those who had seen the model in other medias, 62% had no opinion and 18% said they liked it. But those who saw the car on the Hope special, 16% offered no opinion, whereas 53% said they liked it very much.

.

The three tv networks came through this August with joint gross time billings of \$41,509,492—6.8% better than the same month in 1957.

The breakdown, as compiled by LNA-BAR for TvB. ABC TV, \$6,923,731, up 12%; CBS TV, \$19,333,736, up 6.3%; and NBC TV, \$15,202,021, up 5.0%. The tally for January-August: \$365,699,450, or 11.4% over 1957.

The consistent pulling-power of news as a radio commodity is exemplified by this common factor to be found in the March-through-August Pulse reports for the New York met-

ropolitan area:

At least five news shows turned up in the top 10 programs.

(See page 29 for roundup on how radio stations are streamlining their news operations.)

Being realistic merchants, syndicators have arrived at a show formula which they think gives their wares a big step toward success from the start.

The formula—if you haven't become aware of it by now:

1) The plot must revolve around a good action-adventure theme.

2) The setting must be somewhere in the great outdoors (on the western plains, under or on top of the sea or harbor, or on a battlefield).

 The hero must represent the dynamic, resourceful type — the sort of figure that any American boy admires or would like to emulate.

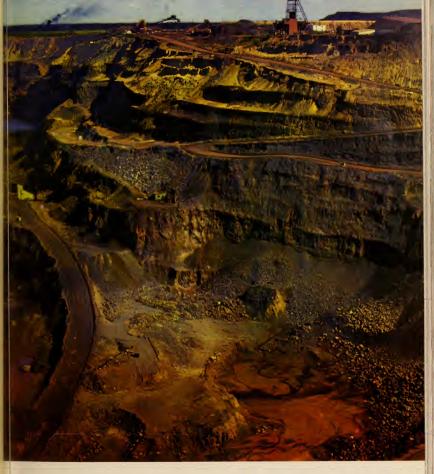
(For the latest on syndicator developments see FILM-SCOPE, page 55.)

Note this week's No. 1 conversational theme on Madison Avenue: The tv industry will only be kidding itself if it fails to give sober reflection to the mounting number of ethical plights surrounding it.

- Luncheon table philosophers have these news developments and trade matters in mind:
- · The quiz uproar.
- The quiz uproar.
  Washington's probe of channel allocations, climaxed the past week by indictments.
- An ad agency with an enormous stake in tv urging the networks to put their selling on a strict rate-card basis before the very roots of the medium are weakened. (The networks addressed said they were in wholehearted agreement with the agency.)
- The continuing pressure by certain agencies and advertisers to kill triple-spotting and the practice of network program cut-backs on the local level.

Observed an official of a top-rank agency in tv: "If there's anything the medium is in dire need of right now, it's a quality of leadership and statesmanship that will allay the uneasiness of both the advertiser and the viewing public."

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 46; News and Idea Wrap-Up, page 60; Washington Week, page 57; sponsor Hears, page 58; Tv and Radio Newsmakers, page 66; and Film-Scope, page 55.



## Iron Ore ...

ONE OF MINNESOTA'S GIANT INDUSTRIES!

An annual payroll of \$102,000,000 goes

to 18,000 workers . . . and they ALL LIVE

and SPEND in KDAL-KDAL-TV land!





RADIO (KDAL)
TELEVISION

Dominating minnesota's Fron Rangel

# 4 "BIG STICKS"



for slugging out sales in the Raleigh-Durham area

WRAL-TV TOP

TOP RATINGS: First in every ARB survey, sign-on to sign-off, since it started aperations—an unequalled rating record in the Raleigh-Durham area. Yaurs to use far spots or features.

WRAL-TV

SUPERLATIVE EQUIPMENT: First Videotope recorder in North Carolina... \$100,000 4-camera Mobile Unit...two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting boards.

WRAL-TV

CAPITAL CITY LOCATION: Everybody looks to the capital for news and views about government, economic, agricultural, even sports activities, and Channel 5 gives it to them, visually, verbally, effectively.

WRAL-TV

POPULAR PROGRAMMING: The best of NBC, from TODAY to JACK PAAR ... choices from ABC... exclusive local pragrams that attract and hald layal audiences.

These four—and mare—will help you raise your sales average in this big and baoming market . . . from Greensbaro ta the coast, from Virginia to the Sauth Carolina line. Get all the data, now, about

Carolina's Colorful
Capital Station

FULL POWER CHANNEL 5

# WRAL-TV

Fred Fletcher, Vice Pres. & Gen. Mgr.
RALEIGH, NORTH CAROLINA

REPRESENTED BY H-R, Inc.



# 49th and Madison

#### Streamlined rate cards

You're at it again in your fight for things that will improve the broadcast industry. This time I am impressed by the article on "Streamlined Rate Card," outlining the suggestion of Dick O'Connell.

Having come from the newspaper field where, by and large, their rates are simple compared with those in broad-casting, I am convinced that our business would benefit from rate simplification. I recognize some problems in connection with O'Connell's suggestion, but am convinced that the gains would far outweigh the efforts that would be necessary to meet the problems of such a rate card concept.

If the reaction from the station operators is anywhere near as favorable as that you reported from timebuyers, perhaps you can take credit for initiating another step ahead for our great industry. Keep up your good work.

R. M. Brown
Gen. mgr.,
KPOJ. Portland Oregon

I cannot speak too strongly in favor of the one-rate eard plan, discounted only for total unit use within a seven-day period. It has eliminated many problem and has allowed us to operate on a realistic basis as far as billings are concerned.

Attached you will find a copy of our current rate card which was effective February 1, 1958. It was published about November of 1957.

In our previous rate card (Number 2) we experimented for the first time with one rate for both national and local advertisers, but we still followed the old idea of discounts between one and two-hundred and fifty times. Beginning with Rate Card #3, we discarded the yearly discount plan and adopted the discount for unit use within a seven-day period.

I have long felt that the differential between national and local advertising was not only unfair but uneconomic. Generally speaking, local advertising calls for more man-power and selling

(Please turn to page 24)

# BELIEVABILITY

# at work for you this fall and winter



"I Married Joan"

9:00 AM

Monday through Friday First run off network, this great

series follows Dave Garroway and "Today"—leads off WWJ-TV's big mid-morning line-up.



"Amos 'n' Andy"

1:00 PM Monday through Friday

Always a tremendous Detroit fovorite, "Amos 'n' Andy" winning still more fons in its new afternoon time-slot.



"It's a Great Life"

5:00 PM Monday through Friday

First run off network, this popular feoture is packed with family oppeal. (3:30 PM is the quitting time for the overoge Detroit hourly-roted industriol worker.)



"The Life of Riley"

6:30 PM day through Friday

Doring and original program ming schedules this new, high quolity strip in prime time.
"The Life of Riley"—hot off its long and successful NBC run—is the ideal family kickoff for an evening's television entertoinment.

Northward to Flint and beyond, southward to Toledo and beyond, Detroit's WWJ-TV covers one of America's largest and wealthiest centers of population.

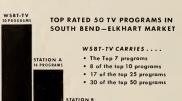
Again this season, WWJ-TV in Detroit offers high quality local programming you can depend on for genuine viewer interest, for depth-impact that creates sales. These are shows that people really look forward to, really sit down to watch, really follow with enthusiasm. Check the list-then call your PGW Colonel.



National Representatives: Peters, Griffin, Woodword, Inc.



# Here's How WSBT-TV DELIVERS the South Bend-Elkhart TV Audience



No other station or combination of stations comes close to WSBT-TV in the number of top-rated shows carried. Further proof of this overwhelming viewer preference is the fact that WSBT-TV's 10 P.M. news broadcast is one of the highest-rated local or national newscasts in the Nation! . . . You're paying for audience—get it with WSBT-TV. Ask your Raymer man for

details or write to this station.

ARB Ratings-June 17-23

\* 15 counties in Northern Indiana and Southern Michigan. UHF set count, 209,050 —3.6 persons per family.



#### 49TH & MADISON

(Cont'd from page 22)

and servicing expense than does an agency placed national schedule with guaranteed credit and well produced copy or transcriptions. It was primarily for this reason that we went to the one-rate card plan. The result has been most gratifying and a number of stations are now doing the same thing in this market.

Robert R. Feagin Pres. WPDQ, Jacksonville, Fla,

In the September 6th issue I noted with interest the article on Dick O'Connell's so-called "Streamlined" rate card. I noted also the great percentage of avorable comment by agency time-buyers. I am wondering if the enthusiasm shown was because the job of selling and buying would become so simple, or because such a rate card would benefit the advertiser. I seriously doubt the latter.

In elimination frequency discounts Mr. O'Connell is striking a low blow at the 13-, 26-, etc., week advertiser. This alone could drive an advertiser into other media. By instituting a flat rate for all time segments Mr. O'Connell would probably bring about rate increases. I agree that rate cards are becoming too cumbersome—they ought to be simplified... but please let's not forget who pays the bills.

Mort Yanow, Radio/tv dir., Feigenbaum & Wermen Philadelphia, Pa.

#### Nearo markets issue

Negro markets issue
Congratulations on your excellent report on the important Negro market.
Please send 25 reprints immediately and quote prices on larger quantities.

on larger quantities.

Leonard Walk.

Gen. mgr., WAMO,

Pittsburgh

## Pet milk promotion

I read with great interest your article on the Pet Milk Promotion.

The only thing that was lacking was the name of the winner. He was Jack Cecil and he received a \$500 check from H. A. Beasley.

John E. North
V.p. & gen. mgr.,
WDXI-TV,
Jackson, Tenn.



itwn on TV...tie-up your market here the sellout!

# WRCV · WRCV-TV NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF RADIO CORPORATION OF AMERICA

1619 Walnut Street, Philadelphia 3, Pa

LOGUST 4-3700 September 5, 1958

Mr. Richard A. Harper General Sales Manager MGM-TV 1540 Broadway New York, New York

Dear Dick:

Just thought you'd like to know that the OUR GANG Series is pro-Just thought you'd like to know that the our unit beilts to producing tremendous results here! Our ratings, according to ARB, ducting dremenada results here: Our rathings, according to and, climbed about 500% to give us clear command over the 9:00 A.M. to

The month prior to the programming of the OUR GANGS, the rating The month prior to the programming of the out Gando, whe rating in this time slot ran from about 0.6 to 1.9. In the short time in this time slot ran irom about 0.0 to 1.y. In the short time that the OUR GANGS have been on, our ratings for the same time slot that the our cames have been on, our ratings for the same time; have risen to a high of 7.4 giving us first place in this three station market.

OUR GANG at WRCV-TV really wishes that your GANG had more OUR GANGS

Best regards. John P. Wi Manager, TV Advertising and Promotion

CHARLOTTE HIDELPHIA



# REFLEX ACTION

Six months ago, Channel 4 in St. Louis became a CBS Owned station. Natural reaction: today, it's first! In fact, KMOX-TV has the largest share of the St. Louis television audience according to all three audience measurement services... Nielsen, Pulse, and ARB.

Nielsen, for example, shows that KMOX-TV is ahead of competing stations for all three periods of the broadcast day-morning, afternoon and night!

For KMOX-TV, leadership was inevitable. Because CBS ownership, in St. Louis as elsewhere, means a full schedule of top-rated programs from the CBS Television Network, the very best local live programming and the finest feature films from Hollywood's major studios.

It follows that month-in, month-out more and more advertisers are finding Mid-America's most sales-productive medium is KMOX-TV. You will too...naturally.

CBS Owned • Channel 4 in St. Louis • Represented by CBS Television Spot Sales KMOX-TV





By attracting the listening of 312,830 families weekly during daytime, this microphone creates the 24th largest ratio market in the nation. It total weekly audience is larger by 711% than its strongest Charlotte radio competitor.

# Radio peps up its news leadership



WOR, N. Y., reporter took this photo of recent Jersey Central train disaster from a boat chartered by the station. WOR's detailed, on-the-spot coverage consistently beat wire service reports. It's a good example of how radio seeks news superiority

- Object is to build ratings, prestige, audience loyalty via stepped-up showmanship; oil companies big buyers
- Planes, helicopters, speedboats help local stations get faster, more spectacular coverage; tv set to follow suit

When a Jersey Central commuter train plunged off a bridge at Bayonne, N. J., last month and carried 4B passengers to their deaths, New York radio station WOR and its news staff sprang into action. Within minutes, WOR carried a report of the tragedy, and soon after was broadcasting on-the-spot accounts of the rescue operations from both a tugboat and an airplane. For more than 12 hours, WOR reports ran well ahead of the wire services and the local newspapers.

The unusual aspect of this type of rapid radio news coverage today is that it isn't unusual at all. In only two years, the local radio station has undergone a revolution in local news coverage, and now is competing for—and often winning—the reporting role once dominated by newspapers.

While this basic trend is not new, it's apparent that it will greatly accelerate in the next year, for two major reasons:

The local radio station that provides the fastest coverage of local news is finding that it not only boosts its over-all ratings but also gives it added stature and prestige in its community.

- 2) Advertisers and agencies, looking for local radio shows with both high ratings and community acceptance, are becoming more aware that the top station in many markets is the station with the most aggressive news organization.
- 3) Moreover, it looks as if television similarly will be moving into the local news coverage area more extensively as soon as technical problems are eliminated. KTLA, Los Angeles, for one, already has launched a "flying tv station"—a helicopter rig that gets to the spot fast. The growth of videotape should be a big help to ty endeavors.
- A program specialist for one of the major radio station rep firms made this significant point to sponsor:

"In many markets, radio stations have the same records, the same type of personalities, and much the same general programing. The area where one station can stand out above its



Mobile news patrols: Many aggressive news stations today have mobile units equipped with heeper phones for on-the-spot coverage, WSAI, Cincinnti, has five such cars which permit fast coverage of anything from serious water main break to robbery



Helicopters: Some stations, such as WPEN, Philadelphia, use helicopers to catch the news fast and give on-the-scene reports. When the 'copters aren't in use on news stories, stations frequently employ them in relaying traffic reports and special events

Showcases: Stations proud of their news coverage (like Pittsburgh's KQV) display news gathering and reporting facilities to the public. KQV's News Central head-quarters are on the ground floor of the downtown Chamber of Commerce building



competitors—and boost its average ratings at the same time—is in aggressive, on-the-spot coverage of news."

Wells Barnett, programing strategist for John Blair, notes that this development came naturally enough. "Television removed radio's major function—the big talent production. Radio had to replace it with a service function, and that big function today is local news. This is obvious from the fact that there are virtually no newspaper extras today, because people have already gotten the hot local news from radio first."

The transition to fast local news coverage was made almost overnight by many stations. From the old days of "rip and read"—ripping a wire service report off the machine and reading it on the air—stations moved quickly in two areas.

- Localizing the news. Stations snapped up the old journalistic trick of slanting the news in terms of its significance to their particular community. For example, a new farm bill being debated in Congress is handled by most local stations today not in terms of its meaning to the nation but rather in terms of its effect on the farmers nearby.
- Initiative in coverage. Stations which once read the news from local newspaper columns now find that newspaper editors rely on their radios for the first news reports. Whether it's a water main break, a robbery or a strike, the local radio station has to get it on the air first.

To acquire the speed and mobility necessary for this type of coverage, radio stations have demonstrated startling ingenuity. In addition to the usual remote cars or trucks and be verphones, stations are now devising countless means for getting on-the-spot coverage. These include:

 Helicopters and airplanes. 'in covering the Jersey Central train wreck, for instance, WOR's flying reporter Bob Garrity kept his plane over the scene for several hours. Helicopters, either purchased or chartered, report on disasters, traffic tie-ups, and similar news of local interest.

2) Stringers. Stations have latched on to a standard journalistic short cut to get local coverage—the parttine, freelance observer for stringer). KEX. Portland, Ore, is one of the most active stations using stringers, claims that more than 1,000 of them cover local news over a wide area for KEX. 3) Two-way radio. Many stations have worked out deals with local cab companies to get the first word on accidents or other news events. KFSD in San Diego, for one, has use of the local Yellow Cab transmitter, gets reports from more than 200 cab drivers when something newsworthy breaks.

Local news coverage varies widely, from an international event with local repercussions to a fire. Here are just a few recent examples of outstanding news reporting by radio stations:

During the recent Mideast crisis, Cleveland radio station WERE canceled its regular broadcasting schedule and reported the U. N. hearings directly from New York. During the official translations, WERE switched to Washington where three Cleveland-area Congressmen were interviewed, along with Ohio Senator John Bricker.

But for WERE this was just the start. To give even broader coverage, WERE called BBC in London and aired interviews with two members of BBCs foreign news department. Then WERE called Paris and Moscow, and got interviews from those two capitals.

Promotion -minded WERE didn't stop there. In addition to its regular broadcasting, WERE also sent its mobile units around Cleveland broadcasting the coverage over loudspeakers, with typed news reports pinned to bulletin boards on the sides of the mobile trucks. And it had pretty girls carrying portable radios tuned to the WERE reports. Cost to WERE for the twoday coverage, including canceled commercial time: 83-200.

On a strictly local basis, a good example of alert coverage is provided by WSB in Atlanta, Ga. When a report came in on WSB's police radio recently that Rich's Department Store was afire, the station's No. 1 Radio Car was on the scene in five minutes and on the air with coverage. Radio Car No. 2 broadcast firefighting reports from the other end of the block, and for nearly six hours WSB got every detail until the five-alarm fire was under control. And since the fire occurred late at night, WSB taped all of the on-thescene reports and edited them for use the next morning on WSB's regular newscasts.

Radio stations also have found that local news often can be combined with public service for an effective one-two punch. Last year, when Pittsburgh was threatened with a transit strike, KDKA

(Please turn to page 50)



Mobile studios: Completely equipped mobile studios provide showmanship. Detroit's WXYZ, for example, uses this trailer (dubbed the "Wandering Wigloo") from which a morning music and news show is broadcast, also service and promotional events



Stringers: Freelance reporters are employed by many radio stations to have a man on the out-of-the-way scene as soon as possible. Pat Wilkens, news editor of KEX, Portland, Orce, here records an eye-witness story from one of KEX's 1,000 observers

Airplanes: Small airplanes provide another way to get to news sites fast. KONO. San Antonio, reaches the scene in its Cessna 172, also has three mobile ground cars and elaborate radio equipment to get a head start on any important news break





# North Agency's radio/tv emphasis boosts it to top within three years

Commercials for North clients make their points without bushbeating. Jewel Tea documentary (top) features testimonials and price-leaders to combat stamp plans; Tonette's cartoon moppet (middle) rubs in plain facts about children's home permanents; Marx brothers whoop up sponsor identification for Toni (bottom left); hair-styling tricks, aided by trick poodles, help Adorn get into crowded hair spray market (top right); "Tension" theme plus demonstration are for Englander (bottom right)



With Toni for a starter, newcomer now is billing \$11½ million; marketing and research techniques play big role in its basic operations

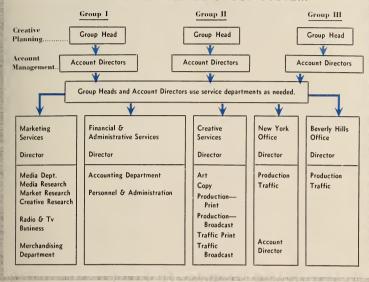
Most advertising agencies go through their infancy on a diet of ink—i.e., their first major experience usually is in the print media.

But when North Advertising, Inc. marks its third birthday in Chicago in a few weeks, it will be emerging from an entirely different kind of inception —one that is intimately tied in with the air media. (Perhaps two-thirds of its billings are in radio (tv).

To appreciate what this air-born start means, consider these king-size

Air business is big business.
 North was in the respectable brackets

#### NORTH'S STREAMLINED GROUP SYSTEM



right off, billing around \$10,000,000 in its initial year (much of it from Toni).

- Air business is fast-paced. To cope with the speed and expenditures of its clients, North has to use ultrastreamlined internal operations (see chart). Basically, the agency consists of two manageable categories—marketing and creative. There are no little offbeat islands of power, no leftovers from an outmoded past.
- Air business requires quick thinking. North's executive roster is characterized by Chicago advertising circles as "bright brainpower." Marketing techniques rank high in the human tool kit, plus the associated strategies testing, motivational research, etc.

North was started in December, 1955, by Don P. Nathanson (ex-Toni) and Cyrus H. Nathan (ex-Biow). Nathanson, the president, sums up North's direction thus:

"Sure, the modern agency is expect-

ed to contribute persuasive copy ideas, but far more is demanded than that. Its marketing stratagems should be novel and knowing. Its research techniques should be bold and precedentshattering. Its media selections should be daring and productive. Its contribution to the development of new products should be original and factfounded."

As one of its agency core services, North's marketing division includes the media department, media research, market research, creative research, radio and tv business, and the merchandising department.

Explaining how his division operates, Lester A. Delano, vice president in charge of marketing services, says: "As everybody knows, a media plan has to be based on a wide range of factors—everything from what your marketing target is to the image you wish to create. The big operational problem is how do you feed all this information into the media planning process, and at the same time make it a creative job, rather than just a rigid formal procedure?

"We've found that the best way to do this is to integrate a number of departments into one group. Our market research department gives us our target in terms of the usual demographic factors. Our creative research department tells us the nature of the people we want to shoot for. Our media research section relates all this to individual media characteristics.

"Of course, this is all happening at once. And the real necessity is in having the kind of organizational structure that lets it happen all at once; that allows for feedback of hunches and ideas among the various departments, and which allows the various specialists to get in on all facets of a problem, rather than just con-

fining themselves to a relatively narrow area.'

North's collective thinking can best be illustrated by these recent tactics:

When the Toni Company bought You Bet Your Life in January of 1957. one of the obvious problems was to get sponsor identification for Toni brands on this show after its years of association with DeSoto. This was helped along by using all three Marx Brothers in a series of integrated commercials for the show's major brand. After only four shows under Toni sponsorship, its identification registered 8th among 52 shared programs surveyed by Trendex.

When the stamp plan promotions hit

Chicago food chains, North's client. lewel Foods, decided not to join the tide but continue its emphasis on quality and service. So North prepared a series of documentary-type I.D.'s, featuring consumer testimonials and special price-leader sales. The priceleaders were run in a vertical saturation plan on Thursdays on two Chicago ty stations. In one instance Jewel sold out its heavily stocked pork priceleader before the weekend-and had to run ads apologizing to its customers. The total strategy presumably paid off, too, because Jewel's sales actually improved during the stamp warfare. (The commercials were shot on location in Jewel super-marts and rushed on the air for impact in record time).

Entering the hair spray market after two dominant leaders already had been established (Revlon and Helene Curtis) was what the Toni Co. Adorn was up against last August. By offering consumers a new hair styling, not just setting, through demonstration commercials, Adorn worked to the top within less than a year. Each commercial demonstrates two hair-styling tricks, offers viewers a "how-to" book-

"Tension-the 20th century malady" was the approach used by North for its client. The Englander Co. (bedding). The commercials illustrated, in fantasy style, tension and its relief, backing this up with solid product reason-why demonstration.

Tonette is Toni's children's home permanent. To attract attention and to illustrate the process advantages of Tonette in an entertaining manner, North created a Tonette child character (animated by UPA). This little moppet talks plain facts to mothers in the film commercial series, won the 1956 Chicago Federated Advertising Club award.

Personality-salesman shows are favorites at North. Currently it has on its roster: Arthur Godfrey's Talent Scouts, Art Linkletter's People Are Funny and House Party shows. In the past, North has used Jack Bailey's Queen for a Day, Garry Moore, Tennessee Ernie Ford, and Jack Paar. North believes this experience is important to any advertiser who has a product susceptible to salesman-demonstrator delivery.

Among other types of tv shows, North is producing agency for Groucho Marx's You Bet Your Life, Masquerade Party, and is using Verdict is Yours, Treasure Chest, and Tic Tac Dough.

Among the radio shows North has used are Nora Drake, Helen Trent, Our Miss Brooks, One Man's Family, Road of Life, Young Dr. Malone, Young Widder Brown, Right to Happiness, Frank Sinatra, and Robert Q. Lewis.

As for new product development and introduction George H. Gruenwald, vice president and creative group head,

"We work with our clients on product development from the determination of the need. We like to take the initiative in surveying the market potential, consumer receptiveness, possible voids in the range of products al-

(Please turn to page 52)

#### NORTH'S CLIENT & BILLINGS SCORE

#### 1955 (1 month)

WON: Toni Home Permanent Tin-Toni Home Permanent Tonette Home Permanent Silver Curl Home Permanent Spin & SofStyle Curlers Deep Magic Facial Lotion (All Toni Co.)

#### 1956

WON: Englander Co. Prom Home Permanent Lanvin Parfums

BILLINGS: \$10,000,000

WON: Jewel Food Stores World-Wide Automobiles Schieffli Lace & Embroidery Institute Thorexin Cough Medicine (Gillette) Adorn Hair Spray (Toni) Hush Cream Deodorant (Toni) Twirl Home Permanent (Toni)

LOST: Prom Home Permanent

BILLINGS: \$11,000,000

#### 1958

WON: Pilsener Brewing (POC Beer) Pfaelzer Bros. (meat packers) Self End-Paper Permanent (Toni)

LOST: Lanvin Parfums World-Wide Automobiles

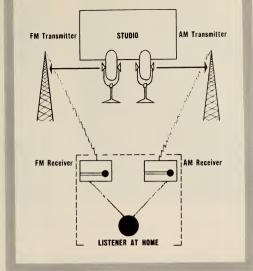
BILLINGS: \$11,500,000

Collective problem-tacklers are Don P. Nathanson, president, and vice presidents Walter Heymann, Jr., George H. Gruenwald, and Mrs. Alice Westbrook





First regular commercial network stereo is Lawrence Welk's Wednesday night show, now carried weekly on ABC TV plus Radio. Stereo technique (right) used is simple: there's no extra equipment needed—just two microphone systems, two transmitters and ordinary home sets: tv (sound is fm) and am radio, adjusted 5' to 10' apart. When advertiser links the two networks, "third dimension" of stereo is a bonus



## Stereo cues two-way air media buys

- Plymouth orders first regular network stereo for Welk, bringing the new sound to 85% of U. S. tv/radio homes
- Local stereo shows-television/radio, radio/radio-are spurred by hi-fi manufacturers buying music programing

Stereo has suddenly come out of the hi-fi showroom to become a staggering growth factor in air media buying. After six years of local broadcasts appealing mostly to hi-fi manufacturers, stores and certain "class" products

—all at once stereo broadcasting has become a network business with booming implications for 1) network am radio, 2) local fm radio, and 3) local tv/radio time sales.

The first advertiser to put a regularly scheduled network stereo show on the air is Plymouth, which added the full ABC Radio network lineup to the Wednesday night Lawrence Welk show on ABC TV starting 1 October. The next network stereo advertiser will be RCA Victor, which will promote its own stereo equipment and color television lines on the *George Gobel* show of 21 October on NBC TV and Radio.

Both Welk and Gobel will bring stereo broadcast to around 85% of all television/radio households in the nation—without networks or audiences spending a penny for extra equipment.

Unlike am-fm stereo, which requires a separate fm radio system in the home, tv/am stereo needs only ordinary television and radio sets. The networks, which already transmit tv and am, have to do just this to get stereo: simuleast a show and set up the microphones specially for 'twoe ear' perspective.

Among prime network prospects for stereo, ABC is campaigning all present advertisers of music shows on ABC TV, including Firestone, Oldsmobile, Chevrolet, Dodge and others.

Local stereo business is far from new. Los Angeles has 22 fm outlets and New York has 16. The New York Times' WQXR began commercial stereo service on am-fm six years ago. Last spring, WNTA put its weekly 90minute jazz show into tv-am-fm stereo, and Westinghouse radio division just bought into the show, joining Parliament cigarettes and others.

While am/fm stereo could interest the 13 million fm families across the country, the big upsurge in business is seen in tv-am stereo—both network and local. Any live television program can be made stereo with a buy of radio (am) coverage to go along with it. In addition to the value of radio on its own, stereo is delivering the kind of enthusiasm and excitement that some ad exces thought impossible to find.

Significantly, hi-fi has boomed thirteen-fold in eight years to become a quarter-billion dollar industry with a \$10 million ad budget that will be upped 10% more next year, with stereo the main promotion theme.



Co-founders: (1 to r) Edward Hynes, Trendex pres., and Bob Rogers, exec. vice pres., confer on new Trendex expansion. Both are former Hooperites, shared same office there, still do in their research firm



Numbers salesmen: Eugene Reilly, director of sales for Trendex, explains recent moves of company have been on road away from "ratings chaos." New Trendex service offers more qualitative data for advertisers

#### BEHIND THE RATING SYSTEMS-PART III

## **Trendex moving into 50 new markets**

- P Research firm move offers advertisers new qualitative coverage on brand preferences for 20 product categories
- Latest Trendex service designed to provide greater perspective, more qualitative data on media effectiveness

What Trendex surveys: Television viewing, national and local on a regularly reported basis. Radio, local and net, on a "to-order"

Kinds of reports: Tv Program Popularity Report based on 20 markets, each with three thi stations; issued monthly on 15th of each month: covers sets in use, rating, audience composition and sponsor identification. Television Advertisers' Report (not a ratings report), every two months; covers qualitative data such as audience composition, program selectivity index, sponsor identification and a general average table of preference for show types. Tv City Reports to commence next month, a brand new service (see text) offered in two sections-one giving ratings, composition, sets-in-use, etc. and the other a brand share index covering 20 individual product categories.

Times measured: Daily 8 a.m. to 11 p.m., EST; Sundays 12 noon to 11 p.m. Techniques: Telephone coincidental based on approximate samples of from 1,000 to 2,000 tv homes (depending on length of programs) in each of the 20 cities.

Extras: Special overnight reports; special market studies on both radio and w; QRI service on market research, tv commercial effectiveness data, consumer reaction, print media studies.

At Trendex they'll tell you that every step they've taken in the past year is along "the road out of the ratings woods." The step they took this week goes far toward bearing out their claim. The new Trendex City Tv Reports for 50 markets now under way with the first issue slated for early November is a giant stride in the direction of qualitative research for advertisers, agencies, and tv stations. The City Reports will be produced in two sections; here is what each will cover:

- Section I: This report will cover the usual "numbers" data—sets-in-use, ratings, audience composition for each market.
- Section II: This section will contain, for each market, a brand share index for 20 individual product categories. For example, it will now be possible for a cereal advertiser to check the relative position of his brand against competitive brands in each of the Trendex markets; it will furnish a continuing check on both his mar-

#### THE RATINGS SERIES

This series which began last week is scheduled in following issues:

| The Pulse           | 20 Sept. |
|---------------------|----------|
| ARB                 | 27 Sept. |
| Trendex (this week) | 4 Oct.   |
| Videodex            | 11 Oct.  |
| C. E. Hooper        | 18 Oct.  |
| A. C. Nieleen       | 25 Oat   |

keting strategy and media. For the tv stations, the brand share index will no doubt become an effective sales tool since they now can point out to an advertiser a specific situation where his brand is a weak seller and may need support.

The reports are being sold as a pair or separately. For stations, the per market cost of both Section I and Section II as a package is \$1,000. The cost for either Section I or II separately is \$700. For agencies and advertisers, naturally a different price prevails since they will be buying all or, most of the markets as a package.

The 50 new markets into which Trendex is moving to furnish city reports are by no means the 20 markets which they now cover on a national net basis. For the locals, they begin with metro market No. 31 (after Nielsen's 30th); next year they will probably be adding the top 30 markets for a total of 80.

Each product category in the brand index will have a sampling of about 1,000 interviews per market. Reports will be published by Trendex within 20 days after field work. Within each market, each product category will be covered about twice a year.

The whole idea for this new coverage was triggered by the biggest individual survey that Trendex ever conducted for an individual subscriber. This was a study for a principal agency for one of the major tv advertising clients during the past spring. It encompassed a 250,000 home survey to determine the activities of housewives, husbands and children whether viewing tv or not. The study, unlike most Trendex surveys, was stratified by such categories as age groups.

Response from the agency and client was enthusiastic; the study excited the whole industry. As long as Trendex was on the phone anyway asking some family what they were watching, there was nothing to prevent questions touching on such pertinent data as brand preferences and other qualitative information.

The brand index, which could offer all duertiesers an indication of media effectiveness, was a natural outcome. (Sôme individual surveys ordered by a client have been known to consume 20 or more minutes; actually the housewife who has been told this is a national tv survey can become quite vocative, particularly if is be jumps to

the conclusion that here is the way to better ty-viewing fare).

Trendex, after the initial burst of excities and clients in developing the new brand index service. A month ago, the whole idea was presented at a meeting in New York's Biltmore Hotel to some of the key station reps. The response on the part of the sellers of time matched the enthusiasm of the buyers.

Introduction of the 50-market city reports is by no means the extent of Trendex plans for 1959. By some time next year, they expect to add the top 30 markets to the city reports. As for the national Tv Program Popularity Reports. February may see the present 20-city list enlarged to 25 or 30.

The beginning of Trendex goes back to July 1951 when C. E. Hooper Co. sold out its network report services to A. C. Nielsen Co., causing a pair of young Hooper executives to decide that their future lay in starting their own reports for tv. At Hooper, the pair shared the same office; today at Trendex Fifth Avenue headquarters, they still do—Edward G. Hynes, Jr., as president, and Robert B. Rogers, as executive vice president.

Using the technique established by (Please turn to page 51)

#### THE TELEPHONE COINCIDENTAL

- 1. Trendex is about to survey one of its 20 markets which are regularly reported in its tv program popularity report.
- 2. Interviewers in that market (there are 3,000 such interviewers across the country) are alerted and advised of which hours are to be covered.
- 3. Interviewers set up their random sample. Trendex interviewers are personally trained in the phone survey by Trendex. They are frequently briefed, constantly checked. They are for the most part housewices with husbands who don't object to their evenings being spent at the telephone and families small enough not to demand their attention; many, in fact, are shut inso or cripples. Trendex chooses them for their sense of responsibility, trains them in phone courtesy. The way an interviewer selects a sample is to quarter the local telephone directory. She then makes up a list starting with the first four names in each quarter; then she picks the next four names, and so on. In this way the same respondent is not called again until the entire local phone directory has been gone through.

The interviewers are still checked by a process known as "nickeling" which derives its name from the old radio heyday when a plone call cost a nickel, A Trendex supervisor calls the interviewer, content when he gets a busy signal which indicates she is on the job. When he does reach her, he asks who were the last three homes she called, then checks them out to make sure they were called.

4. Interviewer asks each person, "Was anyone in your home looking at tv just now?" "What program, please?" "What is advertised?" "What station, please?" 5. Reports to these questions are sent to Trendex home office.







Scenes above are taken from one of the filmed commercials for French's Instant Mashed Potato. Termed "complete, convincing, close-packed and smooth-flowing," they show how easily product is made, plus acceptance by 'critical' consumer, a baby. Package I.D. is strong

## French's terrific tv sales success

- ★ French's Instant Potato, a product needing both introduction and demonstration, began tv last year
- ✓ In one year, network and spot tv have built an overall sales gain of 250%, and increased distribution

One of the outstanding grocery successes of this or any other year, is a product that has had only one year's advertising support—French's Instant Mashed Potato, produced by R. T. French Co., Rochester, N. Y.

Name a criterion for grocery success, and FIP has achieved it: 100% distribution in major grocery chains; an average sales increase, in major markets of better than 400%; admission to the chain store "magic circle" —products selling a case or more a week per store.

There is, in an examination of the product's marketing strategy, a striking lesson for every grocery advertiser. It's simply this: a well-planned tv campaign, backed with the heavy artillery of frequent exposure, will produce sales.

Assuredly, this desirable result must

be premised on a quality product. In this case the product met quality standards easily. The marketing hurdle was one of introducing not only a new brand but a relatively new product, and the problem was one of both introduction and education, and the ad medium had to meet both needs.

So last fall, FIP took to network tv on a regular scheduled basis, with a 52-week contract. The results are summarized in a letter sent out in August to CBS TV affiliates throughout the country. Signed by French's account executive at J. Walter Thompson, the letter begins?

"Do you get many letters from happy network advertisers? Well, this group probably isn't as vocal as they might be, but one of them—our product— French's Instant Mashed Potato—is genuinely pleased with the selling job you have done since our sponsorship began last October.

"In areas where CBS network daytime tv was the only advertising medium used, our sales have increased to 244% of last fall's pre-promotional level. The combination of a quality product and network tv has been an outstanding success."

In addition to last year's network activity, FIP also ran a spot campaign in the top 17 markets for 13 weeks. The combined effort of the year-long net campaign plus the 13-week spot push effected the FIP success story.

The product was introduced shortly after the war, in 1946. Shelf life and packaging were major problems at that time and product had limited distribution.

In 1954 a nitrogen process was developed which answered both objections; improving quality and extending shelf life. R. T. French then began gathering distribution, without any advertising support, relying simply on its own salesmen.

The first promotional efforts began some time later, with tests in a few major markets, using various combinations of media. The intent of these tests was twofold: to find out how far sales for this new product could be pushed and what medium or combination of media was most effective.

While all of these were efficacious, the most significant test occurred in Philadelphia where tv alone was used. The sales result came as a surprise to the entire firm: a 370% increase in sales! Normally a staggering increase of this scope is often followed by a tremendous drop when promotional pressure is eased. Such was not the case; sales levelled off at a 250% gain, and stayed there.

This Philadelphia test ran for 13 weeks, with a schedule of daytime announcements. Being the most conclutive, this test became the basis for the national program, and was used to make sales estimates and budgets for other markets throughout the country.

Last year's major buy was the CRS-TV network for four programs: Houseparty, Verdict is Yours, Edge of Night and Love of Life. These shows are carried on as many as 96 stations of the network, are all quarter hour, and run five days a week, Monday through Friday. French has alternate-week sponsorship for a segment of each. The net result is major sponsorship of two quarter hours a week, with crosspluss on two more.

French, like most grocery manufacturers, is reticent about revealing its advertising expenditure figures. By SPONSOR estimate, the total would be in the neighborhood of \$2 million annually for the year, with the network portion running, perhaps, \$1.3 million, with the tv spots accounting for the rest. Virtually no other advertising was used. This coming year, with a planned increase in supplementary spots, the total will undoubtedly be somewhat higher.

When the heavy national advertising expenditure began, sales results soon indicated that Philadelphia was not an isolated case. Other markets too, showed phenomenal sales gains in the first six months; e.g. Cleveland, 620%; Pittsburgh, 570%; Boston, 450%; St. Louis, 430% and San Francisco, 200%.

New York was even more spectacular. Before the national campaign began the product was in a relatively weak position in the New York market. To stimulate acceptance the company added a full-price refund offer in that market only. The result of the network advertising, plus spots, plus the offer, combined to push sales up 670% in six months! New York is now one of the company's better markets.

What accounts for this fantastic growth pattern? Sound, consistent advertising, certainly. Another factor, suggests W. R. Knott, president of Atlantis Sales Corp., the R. T. French sales arm, "is a basic acceptance of an instant product that does not resemble the wartime substitute reflected in powdered eggs, if you will. The cooperation of the grocery trades in displaying the product and promoting it as a real

(Please turn to page 52)

Introducing the Idaho potato product are (1 to r), W. R. Knott, president, Atlantis Sales Corporation; Idaho Governor Robert E. Smylie and J. D. Cockcroft, French Co. president



## **Guess who?**

Because it's edited for bright, knowledgeable executives who don't have to have everything spelled out for them, SPONSOR frequently abbreviates well-known names. It's crisper, quicker to write BBDO than you know what.

Recently, however, a friend of ours from outside the ad business picked up a copy of \$PONSOR which contained no less than 40 of these truncated patronymns, and shook his head sadly.

"It's more confusing than Greek, Arabic, or those old New Deal agencies," he told us, rebukingly. We contend, though, that for insiders it's as simple as ABC (two radio), and to test our theory we've put together this First sponson Quiz (SQ-1). How many of these can you identify.

| 1. AB-PT  | 16. K&E    |
|-----------|------------|
| 2. ARB    | 17. L&N    |
| 3. ARF    | 18. LNA-BA |
| 4. B&B    | 19. MBS    |
| 5. BOA    | 20. MCA    |
| 6. CNP    | 21. NCS-3  |
| 7. DF&S   | 22. PIB    |
| 8. DCS&S  | 23. P&G    |
| 9. EWRR   | 24. RAB    |
| 10. FCC   | 25. SRA    |
| 11. F&S&R | 26. SSCB   |
| 12. GB&B  | 27. TPA    |
| 13. H-R   | 28. TvB    |
| 14. ITC   | 29. W&L    |
| 15. JWT   | 30. Y&R    |
|           |            |

There are two or three sleepers in this list, and all of them, of course have been lifted out of context, and they are therefore a little harder to identify.

However, we believe that anybody who is really hip or hep about air media advertising (which includes all SPONSOR readers, naturally) should be able to translate at least 27 out of 30 quicker than you can say FC&B, W&G, and ANA.

The answers? No, we're not going to waste space printing them. If you have any difficulty with SQ-1, give us a ring at MU 8-2772, or drop us a line at 40 E. 49, N. Y. 17.





He: Recognize that tune? She: Sure, it's the Iced Tea Song.

He: It's great.
She: So's Iced Tea—

Why don't you have iced tea more often,
Doesn't that thought strike you just right?
Why don't you have iced tea more often,
Why don't you have iced tea tonight?

Charles Dering, Richard Wold of Leo Burnett, were responsible for National Tea Council campaign, and "Iced Tea Song," go over musical arrangements before recording

## Tea spots win 1st

Leo Burnett's Tea Council campaign gets top award in poll of 2,000 air media experts on 225 candidates

Tetley Tea commercials by Ogilvy take second honors; better production, more know-how characterizes entries

A study of the 10 top prize winners in the current Spot Radio Commercial Source, recently completed under the sponsorship of John Blair & Co., reveals important and significant trends in the creation, production and use of radio spots by leading national and regional advertisers.

With more than 2,000 advertising and broadcasting executives participating in the voting, and more than 225 campaigns nominated, first place was won by the National Tea Council's "Iced Tea Song" commercials prepared by Leo Burnett, while another tea account, Tetley's, was runner-up with its tea-taster series originating at Ogilvy, Benson & Mather.

Third place went to Winston (Esty), fourth to Pepsi-Cola (Kenyon & Eckhardt), fifth to Budweiser (D'Arcy) and sixth to Sluga-Bug (Wesley Associates, Inc.). Four other campaigns won regional honors: Pepperidge Farms (Ogilvy, Benson & Mather), Busch Bayarian Beer (Gardner),

Hamm's Beer (Campbell-Mithun) and Butter-Nut Coffee (Buchanan Thomas).

- Late last week SPONSOR reviewed the tapes of these prize winning announcements and noted the following significant trends and developments in spot radio techniques:
- More careful comprehensive production of commercials for spot radio. National Tea Council, for instance, uses a full orchestra in its one-minute aunouncements. Other prize winners employ star names and carefully planned production angles.
- More generous budgets. It's estimated that spot radio leaders are spending \$10-15,000 per series for radio commercial production.
- Less clogging and packing of material into the one-minute form. Almost without exception, prize winners' commercials seem relaxed, easy. There's

#### A TYPICAL TETLEY TEA TASTER COMMERCIAL



George De Coo, copywriter at Ogilvy, Benson & Mather, is given full credit by Tetley for developing the Mr. Dimes series, The Tetlev jingle, "Tender Little Tea Leaves" is used fore and aft the Dimes dramatization

(JINGLE) (TELEPHONE RING, ECHO CHAMBER SOUND EFFECT OF OPERATOR'S VOICE

OPERATOR: Hello, this is the overseas operator. I have a call for Mr. Albert Dimes, the Tetley Tea Taster. Is he there?

MR. DIMES: (ENGLISH ACCENT) This is Dimes, hello . . . Edwards? . . . did vou get the tea?

EDWARDS: (ECHO CHAMBER EFFECT) Yes, Mr. Dimes, but those tiny tea leaves are hard to find. I've tramped through hundreds of plantations, from Dembula to Bogatwani, and . . .

MR. DIMES: I know, Edwards, but those tiny tea leaves are the secret behind Tetley's richer flavor.

FDWARDS: Yes, sir, but . . .

MR. DIMES: They can only be used in tea bags.

EDWARDS: But . . .

MR. DIMES: That's why we say Tetley Tea is especially made for

tea bags.

EDWARDS: Yes, sir.

MR. DIMES: Edwards, pay the bandits what they want, but get the tea. ISOUND OF TELEPHONE CLICKING OFF AND BEING RE-PLACED ON CRADLE) (JINGLE TAG)

## and places in radio vote

no jamming of hard sell copy, name mentions, jingles, and slogans into an overpacked 60 seconds. Contest winners get extra commercial impact by providing listeners with "breathing snace?

· Keynote is friendliness. Conspicuously absent from top 10 circles are the old fashioned "punch"-type commercials with gravel-voice announcers socking the sell to helpless listeners. Modern spots feature warm, friendly personal feelings.

· Those with know-how use radio well. Unmistakable impression to be derived from listening to these prizewinning commercials is that those agencies and advertisers who really understand the medium use radio superlatively well.

Obviously the tea industry is radiowise as its two awards testify. Both the National Tea Council and Tetley build their entire programs around spot radio campaigns.

Equally significant is the fact that Anheuser-Busch placed two winners in the top 10 through two different agen-(Budweiser through D'Arcy, Busch Bavarian through Gardner).

Revnolds Tobacco, an award winner with Camel in two previous surveys conducted by Blair, came through this time with its Winston campaign, to prove its own (and Esty's) radio proficiency. And it's noteworthy that Ogilvy, Benson & Mather garnered two of the top 10 spots with its campaigns for Tetlev and Pepperidge Farms.

Other highlight of the competition: the industry votes were correlated with consumer preferences through a special Pulse study which showed that advertising and marketing men's balloting followed almost exactly those of typical radio listeners.

On the Pacific Coast, which has probably more good radio commercials than any other section of the country, sectional voting showed a strong preference for the Beechnut Coffee series with its provocative "What have they got in Omaha?" theme.

For Pepsi-Cola, Budweiser, and Winston, their prize-winning radio commercials are integral parts of massive all-media campaigns. Pepsi uses radio to plug its new "Be sociable" song, Budweiser to promote its "Where there's life, there's Bud," and Reynolds as keystone of a strong 52-week saturation policy. Reynolds' products are rotated during the year, with one brand at a time getting the entire weight of its powerhouse program.

## RADIOACTIVE WEATHER - BOOM ON THE COAST, BUT A BACKFIRE IN MANHATTAN

Since almost the beginning of radio, listeners have turned to "The Weatherman" to determine whether to polish up the family jalopy or go on that picnic. Television has popularized the "weather girl," but on the audio side. at least, the radio weatherman survives.

How this radio weather man serves his station and his community and what piftalls await him in the pursuit of his daily bit, are demonstrated by two simultaneous stories, one from the West Coast, one from the East.

In New York City, last week, the Weather Bureau found its emergency warning service worked only too well. An imaginary forecast of a blizzard along with 10 temperatures was formulated and sent out to see how quickly such a message, could be handled by the local radio stations.

The bulletin was supposed to be heard only on a closed circuit hook-up. but at WRCA, someone pushed the wrong button.

At 2:46 p.m. on 25 September, a WRCA announcer cut into the Affairs of Dr. Gentry program to tell of a frigid blast of air moving in from Canada bringing heavy winds and a dangerous drop in temperature that was likely to produce "one of the worst blizzards in vears."

Despite the pleasant September day with actual temperatures in the high 70's. WRCA was deluged with phone calls from persons who hadn't given thought to such things as fuel oil or anti-freeze.

Out on the West Coast, meanwhile, Seattle had been sweltering in a drought and heat wave that had lasted for nearly a month and a half.

At station KOL, two disk jockeys— Ray Hutchinson and Art Simpson decided to do something about it. They recorded on tape some genuine Navajo Indian rain chant prayers complete with tom-toms, and began airing them at half-hour intervals. They even went so far as to procure their own tomtoms and beat out improvisations on the original chants.

One morning in last August, the rain suddenly began to fall; in the name of KOL, the d.j.'s immediately took tongue-in-cheek credit for the miracle. The listeners were duly impressed.

Just about the time everything looked nice and wet and Seattle was ready to concede that KOL was something just short of necromancy, came the Labor Day weekend.

Forgotten was the hot, dry summer. Hundreds of calls came into the station asking the amateur rainmakers to cut it out—at least for Labor Day.

KOL suddenly found itself between wet and dry. The two d.j.'s that started the whole thing thought quickly, played the tapes backwards. Result: A fair week-end with no rain until late Monday night.

Water, please: Disk jockeys Ray Hutchinson (1) and Art Simpson of KOL, Seattle, claim to have ended that area's longest, driest summer in 40 years with an Indian rain chant



## Radio in

- ✓ Appeals to Mexican, Indian, Canadian and Negro groups give volume lift to Karl Shoes
- ✓ With 300 outlets in 14 states, the chain has "gone back to radio" for big sales

It's not unusual for a shoe retailer to use radio to reach customers. But Karl's Shoe Stores, Los Angeles, uses radio to reach markets within markets.

"The value of radio for reaching specific audiences," explains Emil Reisman, account supervisor at Ross/Reisman, Los Angeles, "is that it's a personal medium, well-suited to creating a conscious image of friendliness and willingness to serve."

Harry Karl, owner of the chain which has 300 outlets in 14 western states, echoes the belief this way; "We've probably never been able to get so close to the people we want to impress with the image of Karl's, as with spot radio aimed at ethnic, racial and sociological groups, as well as the general market."

Karl's uses a variety of custom spot buys to reach the various markets. For instance there are heavy schedules directed toward Mexicans during the summer fruit-picking season in California's San Joaquin Valley. For three Canadian holidays - Dominion Day, the Queen's Birthday and Boxing Day -schedules in the Northwest are beamed toward Canadians crossing the border for the holidays. Through spot. Karl's also reaches the large Negro market in Los Angeles, Mexican-American population centers, the Indians of the Southwest, as well as other sociological groups.

"True volume selling," says ad manager Harry Samenow, "can only be done with real value to the consumer if we go to specific consumer groups with their budgets and tastes in mind."

Karl's does use some tv and is, in fact, a charter sponsor on the KCOP George Jessel Show in Los Angeles. Radio is an excellent medium for selling a sale or other promotional event." agencyman Reisman explains, "but its uses for selling specific pieces of mer-

## ninority markets" boost shoe sales



Discussing Karl's Shoe Store strategy of advertising to minority markets through spot radio are, seated, Harry Karl, president; with, (1 to r), standing, Emil Reisman, Ross/Reisman; Harry Samenow, Karl's ad manager; Bill Beifus, merchandise manager and Jon Ross, Ross/Reisman

chandise are limited—unless they are widely known by common names, such as saddle oxfords, gym shoes, nylon hose or skimmer flats, for instance. A unique pattern or design, that's not widely known, calls for graphic demonstration," he adds.

30

061

But while tv's appeal is general, and it has a value for demonstration, it's in radio "that Karl's gets down to specific audiences." Radio is used in 37 markets, with its budget percentage varving with the local situation.

"A 250-watter in the Southwest may cover three towns," Reisman notes, "in which case it becomes our basic ad medium for the retailer. Preference of store managers for radio grows as you move toward the Rocky Mountain states," he notes. Idaho, Montana and Utah, including Salt Lake City, are 100% radio. Both 30's and 60's are used.

Here is how the campaign is broken down by national groups:

Mexican Nationals and Mexican immigrants: One of the two Mexican Independence Days, on 15 September, falls midway in the chain's back-to-school promotion. Copy in Spanish calls attention to both events.

A total of 14 stations are used, in New Mexico, Arizona, Southern California and some in Mexico. Additionally an English-speaking d.j. in Los Angeles is used, because younger Mexican-Americans consider English their primary tongue in metropolitan areas. For the most part, the times selected for the spots were between 7 a.m. and 5:30 n.m.

Canadian Nationals: Stations in Montana, Idaho and Washington are used during the three to four days preceding Canadian holidays.

Indians: The Indians in the Southwest are reached through broadcasts in Zuni, Hopi and Navajo over KGAK, Gallup, N. M., the "Indian Capitol."

Negroes: Karl's directs 15% of its

advertising in Los Angeles toward the Negro, the same percentage used for the Latin American population. "We use time more readily than space to reach the Negro in the L. A. market," Reisman says.

"As with other ethnic and racial groups," he explains, "we want to let the Negro know specifically that Karl's wants his business. We do this with advertising directed specifically at him.

Karl's has been advertising its benefits—quality, low price, convenient locations—via radio for many years.

Use has tended to decline during this decade, however, in favor of newspapers. It wasn't until about 18 months ago that the chain came back to radio with a splash, to seek out the minority markets aggressively.

Sales results since then have been steady. "No doubt about it," says Harry Karl, "we're happy to be back in radio, and it looks like this time we're in it for good."

# Can off-beat animated commercials really sell a mass

With the increased use of more highly stylized commercials, three experts discuss whether the offbeat really sells a mass market.

Arthur Bellaire, vice president in charge of tv & radio copy, BBDO, N. Y.



Humor can sell when it's relevant

If they can't, quite a few advertisers are throwing money down the well.

The answer is "Yes."

If I interpret the term "mass products" accurately, these are probably the products that need it most because certain categories have sales points that are so similar. How is one's tv campaign to stand out from another's? By purposely looking different is one solution.

"Off-beat" is a pretty loose word, too. More often than not, it involves humor. Most people like to laugh. Humor can sell them as long as it's relevant.

It's easy to answer, "Off-beat animated commercials can sell mass products if the commercials are skillfully conceived and properly executed." And it's true. But don't underestimate the value of high frequency. Some of the off-beat commercials now on the air are pretty horrible. Yet the public has seen them so much they've come to accept them. And certain ones, so the stories go, are really moving products.

I would list the advantages of the off-beat approach as follows:

 It allows more area in which to look different.

2. It's generally pleasant and easy to watch.

3. It's usually simple—and here lies its greatest value. The basic theme line can be repeated and repeated.

4. It sticks in the mind.

5. It appeals to all ages.

 It wears well, probably improves with repetition, so the advertiser can get plenty of mileage from his production investment.

Disadvantages:

 The viewer may hesitate to take it seriously.

It limits the scope of the sales story.

 It often softens the competitive tone of the commercial.
 It usually represents a greater

It usually represents a greater initial production cost.
 If not carefully handled, it may

If not carefully handled, it may lower the public's regard for the company.

There is still room for more good off-beat animated commercials than we are now seeing. It may not always be obvious to the advertiser when to follow this course. But it is obvious to him when he should not.

Ed Graham, president, Goulding-Elliott-Graham Productions, Inc., New York



They certainly haven't hurt Piels'

I have only worked on two television campaigns which have gone on the air so far—one for Piels Beer, through Young & Rubicam, which started in 1955; and a second for the Ward Baking Co. (Tip-Top), through J. Walter Thompson, which started in 1957.

Both of these campaigns have resulted in definite sales increases, and both are for mass products. Sometimes a friend will tell me that they have heard a rumor that "Harry and Bert don't sell beer." If the rumor is true, then Steve Schmidt, Piel's advertising manager, is the greatest philauthropist in the history of Brooklyn. Obviously Harry and Bert do sell beer. They have helped Piels set sales records each of the last three years. Piels and Tip-Top have also increased their shares of their respective markets.

But these are the only two animated campaigns I can vouch for. However, this fall G-E-G has produced thren new animated campaigns which are either just about to go on tv officially or be tested locally. One campaign is for a West Coast product called Andersens Soup, handled by Bryan Houston Another is a second Bryan Houston account, Nescafé. The third is a J. M. Mathes account for Economics Laboratory (New Liquid Soilax.)

But—about that word "sophisticated." Both Piels and Tip-Top consistcutly score at the top of the American Research Bureau poll on "best-liked" commercials. And for this reason they are regarded as suspect by some agencies which lean toward the "irritation" school of sell.

Goulding-Elliott-Graham really be lieves in its ability to sell through ani mation. When we make a presentatio to an agency, we offer to produce commercials for their client at cost, if he will run them in any two test market of his own choice. If he tells us the test is a success, only then do we sub mit a second bill. We've been taken up on this. And we're still in business Is the agency which submitted to it client "They said it couldn't be done!' collecting their 15% now? Or would they too, be willing to wait until the results are in?

Wm. Templeton, v.p. & radio-tv director, Bryan Houston, Inc., New York



Be different for the product's sake

Any type of commercial can sell a mass product. But all other factor being equal, there is much to be said for off-beat animation . . . or for that matter, off-beat anything.

## arket?

The important thing is to be different for the product's sake. If you can get across your sales message, and at the same time do it in a highly original manner that is compatible with the product, you're way ahead of the game.

And adding humor? If it's the type that doesn't detract from your selling story, but rather enhances the warm feeling the customer will have for your product, so much the better.

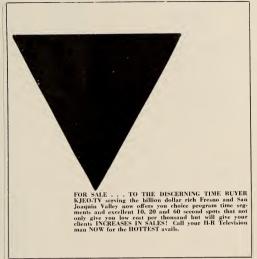
But to get back to the specific question, "Can an off-beat animated commercial really sell a mass product?" the answer is, with the qualifications stated above, an emphatic yes! We at Bryan Houston, Inc. have always worked on that assumption, and an excellent case in point is our recent and continuing campaign for Maypo cereal. Here was a mass product that needed a double-edged selling plan.

We had to sell the parents and at the same time sell the youngsters. It sounds simple enough, but on close examination, it's difficult in any commercial to make an effective sales impression on a child and at the same time completely captivate an adult.

In a typical Maypo commercial, the scene is set at the breakfast table and the small son, Marky, who is the star attraction, is subjected to typical cajolery from his father to give up his object of attention (an oversized cowboy hat) and eat his breakfast cereal. The father tastes the cereal ("Look, Daddy eats it") and Marky, after seeing his father's delighted reaction, tries it too, shouting, "I want my Maypo" at the end of the commercial.

From the viewpoint of the youngsters watching this commercial, they easily identified themselves with Marky... not-eating scenes are common to children. The simple but realistic situation, with an actual four-year-old child's voice for Marky, imparted humor around a human situation related to the product.

Result: Sales in some areas were up as high as 700% after a season's run of this and several other similar commercials in the Maypo series.



## Nielsen Shows ....

## WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime:

# ...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSTR-TV 52.9% of total weekly audience; 03.9% from noon to 6 P.M. Mon.-Fri.; 51.0% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 0 P.M. Sandays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

# WSYR · TV

Channel 3 · SYRACUSE, N. Y. · 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

## <u>now</u> Available!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION

PROGRAM For Information

Contact: BILL SCHUBERT

## WVET

ONLY Station In The Nation That Gives TOP VALUE Stamps! 17 CLINTON AVE. SO. ROCHESTER 4, N. Y.

ALBUQUERQUE . ATLANTA . BAI TIMORE ABOUGHTUE AT ATTAWN A BET HINDRE BANGOR GAY CIT STRINING M. BIS MARCK - 30STON STRONG GA- 1EVENNE CHICAGO CHICO CINCINNA - COLUM RADO SPI MGS - CLUMBUS (GG - COLUM BUS (Ohio, CORPUS CHRISTI - C-EVELAND DALLAS . DAYTON . DAYTONA BEACH . DES MOINES • E (HART • EL PASO • ERIE FORT MEYER • FORT WAYNE • FRESNO GRAND JUNC ON • GREEN BAY • HARLIN GEN • HARTI RD • HOUSTON • INDIANAP OLIS • JACK! NVILLE • JOHNSTOWN • KA NSAS CITY . XVILLE • LANSING • LOS NAS JIT \* "MIXELE E LANSITUE E LA CITY • ROANOKE • ST. JOSEPH • ST. LOUIS ST. PETERSBURG • SALT AL CITY • SAN ANTONIO . SCHENECTA SCRANTON SIOUX FALLS • SPRINGFII 10.) • TAMPA TEXARKANA • TWIN FALI VALLEY CITY WASHINGTON, D.C. • W TALLEY CITY WHEELING . WICHITA . WILKES-BARRE

81 % of all U.S. TV Homes are now covered by this new approach to SPOT television National and regional spot buys
in work now or recently completed

## SPOT BUYS

#### TV BUYS

Chesebrough-Ponds, Inc., New York, is preparing a campaig for its Vaseline brand products. The schedule starts late this month for five weeks. Minutes during late night segments are sought especially news, sports and feature films, to reach a male audience Frequency depends upon the market. The buyer is Tom Hollingshead the agency is McCamn-Erickson, Inc., New York.

Lever Bros. Co., New York, is planning a campaign for top market for its Handy Andy detergent. The schedule starts in early November runs for 52 weeks. Daytime minutes and chainbreaks and nighttim chainbreaks are being placed; frequency depends upon the market Bernie Rasmussen; the agency is Fuller & Smith & Ross, Inc., N. Y

General Foods Corp., Maxwell House Division, Hoboken, N. J. is kicking off a campaign for its Instant Maxwell House Coffee The campaign starts this month; minutes, chainbreaks and I.D. during nighttime slots are being scheduled. Frequency varies from market to market. The buyer is Grace Porterfield; the agency i Benton & Bowles, Inc., New York.

The Pharma-Craft Corp., Inc., Cranbury, N. J., is going intemajor markets to push its Coldene cold medicine. The 12-week sched ules start this month. Daytime minutes and chainbreaks and night time I.D.'s are being used; frequency depends upon the market. The buyer is Frank Martin; the agency is Cunningham & Walsh, Inc. New York.

#### RADIO BUYS

Glamur Products, Inc., Syracuse, N. Y., is going into top market for its Easy Glamur products. The campaign kicks off this month runs for six weeks. Minutes during daytime slots are being placed frequency varies from market to market. The buyers are Tom Flana gan and Don Green; the agency is Grey Advertising, New York.

The American Tobacco Co., New York, is planning a campaig for major markets throughout the country. The schedules start is mid-October, run for six weeks. Minutes and L.D.'s during daytim segments are being placed; frequency depends upon the market. The buyer is Jack Canning; the agency is Sullivan, Stauffer, Colwell & Bayles, Inc., New York.

Sterling Silversmiths Guild of America, New York, is enterin major markets to promote to use of silverware. The 10-week cam paign starts this month. Minutes and LD's during daytime slot are being scheduled, with frequencies varying. Commercial's pitch aimed at newlyweds and teenage women, is that it's modern to us silverware for all occasions, not just for company. The buyer it Bernie Rasmussen; the agency is Fuller & Smith & Ross, Inc., N. Y

The Wheatena Corp., Rahway, N. J., is kicking off a campaign is top markets for its Wheatena. The schedules start this month for 10 weeks. Minutes during daytime slots are being aired; frequency varies from market to market. The buyer is Steve Semons; the agenc is Cunningham & Walsh, Inc., New York.



get your copy FREE

Now — SPONSOR brings you the first pocket sized 5-city TV/Radio Directory. Easy to use. Easy to take with you when you're traveling.

Every important name and address in air media is listed in it. By categories you will find networks and groups, representatives, agencies, advertisers, commercial film producers, tv film program sources, miscellaneous film services, music and radio services, research, surveys, and promotion companies, trade associations, hotels, admen's eating directory, airlines and railroads, news services and trade magazines.

It's the most comprehensive little book of its kind in the field. We'll be happy to send you your personal copy on request with our compliments. Additional copies are 25c each.

## SPONSOR

NEW YORK 17— 40 E. 49th • MUrray Hill 8-2772

 CHICAGO
 612 N. Michigan
 SUperior 7.9863

 LOS ANGELES
 6087 Sunset
 HOllywood 4.8089

 BIRMINGHAM
 Town House
 FAirfax 4.6529

P.S. Don't forget to call on us next time you're in town.



## V RESULTS

#### **AUTOMOBILES**

SPONSOR: Patten Edsel Company AGENCY: Direct

Capsule case history: Patten Edsel Co. never advertised on tv until July, 1958, when William Patten, pres., purchased 20 nighttime spots on WRGP-TV, Chattanooga, Tenn. The announcements were devoted half to his repair service and half to sell new cars. The auto company employed two different spots on repairs; a film emphasized "all make" service, and the other a live announcer with rear screen projection of the shop. The auto sales spots stressed the quality of the cars by displaying three models with a live announcer. Immediate results were obtained. Following the announcements numerous phone inquiries were received regarding service, plus jobs from customers who had actually left their ty sets to come in for repairs. On Friday and Saturday of the same week, Patten Edsel's service department was swamped with customers. Traffic was so heavy that the shop had two crews working and still could not handle all the business.

WRGP-TV, Chattanooga

Announcements

#### BANK

SPONSOR: First National Bank of Elkhart AGENCY: Direct

Capsule case history: Elkhart, Ind. recently concluded its centennial, which was celebrated from 13 September through 20 September. The First National Bank of Elkhart purchased a centennial package of half-hour shows on WSJV-TV, South Bend-Elkhart to advertise "old-fashioned bargain days." The plan called for the merchants of Elkhart to display their goods on tables in front of the stores and sell direct from the stands. First National Bank used one live commercial within American Bandstand the day preceding the Centennial to advertise 140 souvenir saving banks on a first-come, first-serve basis, one per customer. On the opening day of the centennial a crowd had gathered waiting for the bank's doors to open. Just 12 minutes after the doors were opened the entire 140 banks were sold. "We could have sold 1,000 if they had been available," said Jack Donis, asst. v.p. "We plan another promotion shortly."

WSJV-TV, South Bend-Elkhart

Packages

#### SUPERMARKET

SPONSOR: Eavey's Supermarket

AGENCY: Direct

Capsule case history: Eavey Supermarket of Fort Wayne, Indiana, has made tv the backbone of its advertising since it opened in August, 1956. At present, the store spends from 60 to 65% of its advertising dollar in tv. Presently, the store sponsors News and Weather on WKJG-TV, Fort Wayne, and two other stations. Eavey first ventured into tv on the eve of his opening day in Fort Wayne, when he and tv star Denise Lor took viewers on a tour of the building, via an hour-long remote telecast. Since then, the "Eavey Girl," has posed in a picture under the facade of the store become a regular visitor to Fort Wayne homes. Eavey uses three girls dressed as the store's clerks; they enact salesladies on seven of the supermarket's nine weekly shows. Eavey claims his store accounts for 20 to 25% of the Fort Wayne food volume. "People don't read the fine print in the newspaper, but on tv, you have a captive audience that sees and hears every word," said Bert Maher, manager of Eavey's. "Money spent comes back many times over."

WKJG-TV, Fort Wayne

Programs

### TRAILERS

WAVY-TV, Norfolk

AGENCY: Direct SPONSOR: Eastern Trailer Sales

Capsule case history: When Eastern Trailer Sales of Norfolk. Va. decided to try television advertising it expected only moderate results. The trailer company purchased three five-minute segments of WAVY-TV's 10:35 P.M. Weather Monday through Friday immediately preceding the Early Late Show. The cost to Eastern for the four-week campaign was \$1,807. A sample trailer was displayed during each announcement. At the outset of the campaign Eastern had 50 mobile homes in its warehouse. When the campaign con cluded Eastern was completely sold out. "We sold 19 trailers without having to pitch people that came in. They merely demanded, 'I want the trailer advertised on WAVY-TV,' said Dewitt Hobbs, general manager of Eastern. Ninety o the 50 units sold for \$66,000. The other 31 went for approxi mately \$2,000 apiece. This campaign had an advertising cost of only 2.8% of the gross. The company was forced to cancel all further advertising until it could replenish it stock. As soon as this is done they plan to renew it

Program

Dominates

BEAUMONT PORT ARTHUR ORANGE

EXAS

Latest

NCS-3

GULF OF MEXICO

**Most Counties** 

... Most TV Homes

... Most Audience

...Daytime...Nighttime...Sign-On to Sign-Off

C. B. Locke, Executive Vice President & General Manager

CBS ABC



Peters-Griffin-Woodward, Inc.



# 10,000 POWERFUL WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...

GREATER LONG ISLAND
(NASSAU-SUFFOLK)

## GENERAL MERCHANDISE SALES \$212,878,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna

#### RADIO NEWS

(Cont'd from page 31)

turned its staff to covering every detail, including:

- Direct line reports from the mayor's office where negotiations were going on, from 8 p.m. to 4 a.m. until the strike started.
- Regular reports on the progress of efforts to settle the strike.
- Frequent coverage of local traffic conditions, with emergency bulletins on available transportation, plus pleas for drivers to form car pools and to offer courtesy rides.
- A direct line report from the union meeting when members finally voted to accept a new proposal from the mayor.

It's no secret, of course, that radio news is a big pepper-upper of ratings; there are many examples where news pulls the audience better than any other type of radio programing. For one, WOWO in Fort Wayne, Ind., has an 3 a.m. news show with a Pulse rating of 11.0—the top show in the Fort Wayne market in any category. And in Cleveland, KYW's Sohio News is the top-rated multi-weekly show.

But more significant is what the change to aggressive news coverage does for a station's over-all standing in its market. In Albamy, N. Y., for example, WPTR was a weak seventh in that seven-station market about a year ago. Then the station put on four mobile units equipped with two-way radios, and had them patrol the streets of the tri-city Albamy-Troy-Schenectady area. News coverage was stepped up considerably, with on-the-spot reports. WPTR believes that its emphasis on news is one of the major reasons for its fast ratings jump in only a year.

Even a slight change in news presentation can boost ratings. Stephen Machcinski, executive v.p. of Adam Young, reports that it suggested some changes in news delivery (among other programing changes) to one of its stations, KTHT in Houston. The new "sound" of the news, says Machcinski, was partially responsible for KTHT's Hooper climbing from about 5% to roughly 20% in Houston. "Local news coverage on a big scale," adds Machcinski, "is one of the key ways to stand out over your commettions."

Ratings, of course, help sell the news to sponsors, too, though they aren't the only reason. The majority of local news advertisers are oil companies

(among them: Esso, Texaco, Shell Gulf, Sohio, Standard Oil of Indiana Phillips 66, Oklahoma Oil), but the airlines and finance companies an also beginning to buy local radio news

One of the oldest advertisers on loca radio news shows is Esso, which for more than 20 years has sponsored the Esso New Reporter. Esso has sepa rate news shows on 32 stations in 11 eastern states, most of them 10-minut shows, with some fives and some 15's Esso lets the station handle the gather ing and organizing of the news, trie to use those stations which are the most active in news reporting in their respective markets.

William N. Farlie, manager of Esso' advertising and sales promotion opera tions, says that sponsorship of new shows has earned Esso a reputation fo public service. A GMAC advertising executive reports that this desire fo local prestige is one reason for GMA sponsorship of traffic reports on 18 stations on summer weekends.

Among other advertisers who spon sor local radio news shows are Vational Biscuit Co., Metropolitan Lif Insurance Co., Fels & Co., TWA, International Nickel Co., Schlitz Brewin Co., Household Finance Co., Delta Ai Lines, and Mueller's Macaroni.

The importance which the broadcast ing industry attaches to news is under scored by the publication this fall of an Operation Guide (Broadcasting th News) by the Freedom of Informatio Committee of the NAB. The guide it being introduced during current NAI fall conferences by Henry Fletcher president and general manager of KSEI, Pocatello, Idaho, a committee

## LINCOLN INCOME LIFE INSURANCE COMPANY BUYS "MACKENZIE'S RAIDERS"

On September 27th we erred in the Mackenzie's Ruiders ad that appeared in this magazine. In reporting the Mackenzie's sponsors, a name other than that of the sponsor, Lincoln Income Life, appeared for the Oklahoma City and Louisville markets. This was an error which we hasten to correct.

ZIV Television Programs, Inc.

member, who said at the Sun Valley Conference that "the Guide states that the broadcasters' highest duty is to inform the public, points out that a station's stature cannot be higher than the heights it attains in serving the needs of the public for information."

A related aspect of local news reporting by radio stations is editorializing. According to a recent RAB survey, more than 25% of radio stations today do some form of editorializing. Significantly, almost two-thirds of these started editorializing only in the last year or serior.

In some cases, radio stations tie editorials to news shows; in others they are kept separate. In almost every case, though, the aim is the same as the emphasis on aggressive local news coverage: to build community acceptance and boost ratings.

#### TRENDEX

(Cont'd from page 37)

Hooper—the telephone coincidental— Hynes and Rogers, in October 1950, got out their first Trendex; the following October, the first Program Popularity Report (then for 10 cities). At that time the office staff comprised Hynes, Rogers, and Mary Smith, another ex-Hooperite and now Trendex vice president in charge of field staff. Today, the administrative staff divided between Nev York and the Westport, Conn., office (opened February 1957) numbers about 21. Across the country Trendex has 3,000 personally-trained phone interviewers who place 60 calls an hour.

The tv networks were naturally among earliest Trendex subscribers (all three were signed up within two days after announcement of 10-city reports). The first agency client was Ruthrauff & Ryan, first advertiser client (for a special survey) was Tidewater Oil. This year, clients (including stations) run into hundreds, while among agencies and clients, 50 subscribe to the Program Popularity reports and 25 to the Advertisers' Reports.

In 1955, Trendex went from 10-city reports to 15, and last February added another five to bring the total covered up to 20. In its steady march toward the qualitative, Trendex has picked up a subsidiary, Qualitative Research. Inc. (QRI) which specializes in commercials effectiveness measurements, market and consumer studies.

## WHAT'S JOE DOING WITH A FIFTH?

An observant Madison Ave.

Joe Floyd boasts coverage in four states for his beloved KEL-O-LAND tv hookup. Okay. But Nielsen shows a firth state as well. (NOS #3 Composite) What givee? Is Mr. Floyd being modest, or doesn't he know his own strength?

90

"Modest? Who, me? It's Mr. Nielsen who's being modest."

## WAPI

Birmingham

soon to be

**50,000** watts\*

more than ever

The Voice of Alabama

\*5,000 Nights

Represented nationally by

Henry I. Christal

## **KEL-O-LAND**

CBS • ABC • NBC

America's Great 4-State Beam: South Dakota, Minnesota, Iowa, Nebraska—plus!

KELO-TV Sioux Falls: and boosters

KDLO-TV

Aberdeen-Huron-Watertown

KPLO-TV

Fierre-valentine-Chamberiani

General Offices: Sioux Falls, S.D. JOE FLOYD, President Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R In Minneapolis; Wayne Evans & Assoc.



WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof.

because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with
WCN - TV
Channel 9—Chicago



The SELLibrated (and only full powered) station in the GOLDEN VALLEY

WHTN TV

> Huntington-Charleston, W. Va. serving 4 states and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Petry Co., Inc.

#### NORTH AGENCY

(Cont'd from page 34)

ready available, product characteristics, packaging, pricing, etc., all integrated with a total creative concept that establishes a selling personality."

North puts a lot of emphasis on psychological motivation methods in the field of creative research. Dr. Saul Ben-Zeev. head of research, has devised a series of practical applications of techniques such as these:

- Group interviewing for pre- and post-testing tv commercials. North has found that although group interviewing provides the advantage of spontaneous response, its major difficulty is in the area of sampling and the effect of dominant respondents. To compensate for this. North has evolved a method by which it tries to pre-establish the biases of any given group.
- · A system for screening creative ideas and approaches, allowing North to deal comprehensively and economically with as many as 20 alternate proposed campaigns for a given product simultaneously. The campaigns are compared with each other on 1) the basis of three kinds of quantitative measures (general appeal, commitment to the product through the campaign, and selected scale ratings), and 2) on the basis of qualitative information such as recall, playback, attitude, and implications. This material is then dovetailed so that it leads to definite conclusions about each theme.
- Methods for getting opinions of tetali operations also have been evolved by North. Each aspect of the operation and each department of the store is studied. This includes not only consumers' views, but also employee opinions of the customers, management, their specific roles on the job, and their relations to each other, to the customers, and to their management.

"We're interested in consumer goods accounts," comments Walter Heymann, Jr., vice president and director of merchandising and sales development, "Not only established successes, but unew products and products which have yet to reach their potential. Here's how we size ourselves up:

"Being a young agency, we're small enough to offer the active attention of our principals.

"But on the strength of our past record, we have stature and big buying power, offering experience to clients in the highly competitive network and spot ty field."

#### FRENCH'S SUCCESS

(Cont'd from page 39)

family food was also a major factor."

To stimulate this basic acceptance, the company's agency, JWT, devised an excellent series of commercials, characterized in sponson's (16 August) Commercial Commentary as "complete, convincing, close-packed with a smooth-flowing sales pitch. And the beauty of it is—it looks so easy."

The same copy platform, and commercial approach will be retained this coming year via the network and expanded spot tv routes. In addition, a promotion will be added beginning today (4 October) and running through 1 November. It features a stainless steel spoon and fork serving set, from Sweden, with a \$5 retail value, that will be offered for \$1.50 and a boxtop. Peak tv saturation days for the promotion will be 23 and 24 October.

To encourage maximum participation in the promotion, JWT is providing all of the stations being used with merchandising aids, including a product fact sheet, a fact sheet on the premium, art work for use in promotional material, sample commercial scripts, suggested lead-ins for live commercials and formats for use with film clius in live commercials.

The company's success with its new product has been dramatic. It now has better than 80% total distribution, including 100% distribution in all major food chains. Out of four major competitors, it has a market share of about 75%. And it expects its sales for 1958 to be more than double their 1957 level.

Sales of the Instant Potato have provided another bonus for the company. Heretofore its salesmen have handled principally mustard. Though French enjoys a healthy share of the mustard market, consumption is, as with any condiment, somewhat limited. The introduction, and success of this new product, has given French salesmen their first high turnover item.

All of which is proof of tv's ability to introduce and sell a new grocery product, not only at retail, but to the grocery trade as well. Both independent grocer and chain official reaction is "way up over last year," agency officials note.

Notoriously, grocers like proof.
What better proof could there be than a substantial cash register gain?





NCS #3 SHOWS 41 PERCENT INCREASE IN TELEVISION HOMES FOR KLZ-TV

NATIONAL AVERAGE INCREASE ONLY 19 PERCENT

KLZ-TV HAS LARGEST DAILY - DAYTIME CIRCULATION -OF ANY DENVER STATION

KLZ-TV HAS LARGEST DAILY - NIGHTTIME CIRCULATION -OF ANY DENVER STATION

KLZ-TV NOW SELLING A 41 PERCENT LARGER AUDIENCE IN THIS RICH BOOMING ROCKY MOUNTAIN MARKET

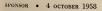


TELEVISION

channel

Represented by KATZ Agency





NCS no. 2

## FARM BOY TAKES BUGGY-RIDE!

Today's definition of that word "Buggy" is a sporty Convertible. Our farmers, here in the Land of Milk and Money, are identified chiefly by their fat billfolds.

Here's a rich market of small cities and thousands of big dairy farms . . . 42% rural and 58% urban . . . where 1,350,000 folks spend \$1,750,000,000 in retail sales . . . more than 400,000 families enjoying Channel 2-CBS Television.







THE LAND
OF MILK
AND MONEY
WBAY ch. 2
GREEN BAY



## FILM-SCOPE

4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Look for MGM-TV to be the next big film company to move into syndication.

Its parent company, Loew's, has finally set aside enough money for the company to set up a syndicated sales arm.

Next year's production budget for the company is in the neighborhood of \$750,000. The ten shows to be produced will include at least one series for syndication, another on videotape.

This season will mark the heaviest year yet for syndication in Chicago.

The total number of half-hour evening shows on all four channels is a hefty 74. Here's the line-up on each of the four stations:

WBKB (ABC): 7 half hours

WNBQ (NBC): 16

WBBM-TV (CBS): 3

WGN-TV (Ind): 48 (includes all five Kellogg strips).

•

More than ever this fall, it's the syndicators with the packed merchandising kits that are doing most of the selling.

Leading agencies in New York and Chicago say they've gotten accustomed to being pitched on a series of merchandising possibilities and tend to look with lesser interest at a show that lacks merchandising values.

Block buying of film shows by major tv stations should be taking hold in the not-too-distant future.

Several of the larger stations, with an eye toward the day when features are less abundat, are investigating this type of bulk buying. (More than 100 of the smaller, independent stations throughout the country are already buying through a single purchasing agent.)

Ziv plans to go on with the production of Target, which stars Adolphe Menjou, after the initial 26 episodes.

This was made plain this week by Ziv, following the cancellation of the series in a total of 62 markets. In most markets the cancellation won't take effect until the series has played the full year.

The cancelling advertisers: (1) Olympia Brewing, which has bought Gross-Krasne's Glencannon in 47 markets and (2) Drewry's Beer, which starts anew with ITC-TPA's New York Confidential in 17 midwestern markets.

New gimmicks and more ballyhoo are marking this year's premiers of first-run syndicated shows. For instance:

- D-X Sunray Oil has allotted \$10,000 to launch New York Confidential in 55 markets.
   Biggest kickoff was in Tulsa, and featured two live vaudeville shows and a press luncheon for 500. Similar premiers will be held in 37 different cities.
- San Francisco's Nash dealers and KPIX used the Army's Presidio to introduce Mackenzie's Raiders. Dignitaries and press toured the enormous installation viewing Civil War tableaux and an actual re-creation of a Civil War battle scene.
- Schlitz kicked off Citizen Soldier in Chicago with another large military affair at Fifth Army headquarters. Top Army brass from more than 20 states attended.



4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

## MARKETING WEEK

A&P's NTA network buy is a major indication that the big chains are getting around to recognizing the importance of "institutional" advertising.

The contract, inked last Friday (26 September), provides for participations in both nighttime and daytime shows. A&P ads will be represented in This Is Alice and Man Without a Gun at night and Tv Hour of Stars before dark. While there will be local cut-ins (price advertising still remains the heart of chain promotion), a substantial number of commercials will be devoted to selling the chain itself. None of the money for the network purchase, it is reported, is from co-op funds, even though the big chains never use up their co-op allowances.

Prime objective of chain stores today is to convince the shopper to do all her buying in one store. The stores create traffic by promoting feature buys, such as meat, then aim to keep the shopper there by hitting the economy angle.

Look for increased promotion next year pushing that second to set in the home.

A straw in the wind was the presentation to EIA executives of a successful campaign by the Northern California Electrical Bureau built around the slogan, "Tv's more fun when there's another one." EIA put off until December, however, a proposed tv promotion campaign put together by an ad hoc group of ad managers from tv set manufacturers.

Current figure for multiple set homes is certainly in excess of 10%. The last published figure based on a field survey was in NCS No. 2, which reported multiple set homes (in the spring of 1956) were more than 7% of all tv homes.

Most second sets are portables and heavy sales of portables did not get underway until after NCS No. 2. Total portables in use probably number now about 5 million. Rising color set sales are also a factor in the growth of second sets. Total color set homes are now in the neighborhood of 400,000.

Offsetting this, however, is the rising amount of scrappage. Frank Mansfield, director of marketing research for Sylvania, estimates in Television Factbook that about 3 million tv sets were scrapped in 1957.

Here's a new advertising word to mull over.

The word is axiological.

It was introduced at a recent Blue Cross-Blue Shield conference to describe the new ad approach of the Michigan group.

As explained by Louis Graff, director of public relations and advertising for the Michigan Blue Cross-Blue Shield, the approach is one which places emphasis on human values that exist in fact—not interpretation.

"We are still very much interested in why people want to feel secure, but we base our advertising and our public relations on the obvious fact that people want security," Graff said.

The advertising, which stresses benefits rather than unpleasant stories about sickness and accidents, revolves around the theme, "It's wonderful to feel cared for."

Bulk of the Michigan campaign alternates between radio and newspapers, also induces some tv, direct mail and outdoor. Sixty Michigan stations are used by the group.



4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

## **WASHINGTON WEEK**

A leading communications attorney this week offered to bet that the FCC in its present form will not survive the next session of Congress. He had no takers.

Even though the Harris Legislative Oversight subcommittee hasn't been thinking in terms of abolishing the FCC, the Senate Commerce Committee, which has been merely observing the Harris goings-on, had several such suggestions for overhauling the FCC under active consideration this year.

It is considered certain that in light of these revelations something drastic will be done probably something stronger than adoption of a code of ethics that Harris frequently mentions:

- One commissioner (Richard A. Mack) took large sums of money from an individual interested in several cases before the FCC, even though his vote may have not been swayed.
- A chairman (George C. McConnaughey) claims he received a bribe offer which he didn't report.
- Improper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channel such
  that the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for tv channels was
  the proper off-the-record approaches to commissioners by contestants for the proper of the

One suggestion made for cleaning up the situation: One agency be empowered to decide contested cases and another, to handle the rulemaking.

The rule making agency would permit the contacts with industry necessary to gain facts of the technical matters up for decision. The agency handling contest cases would consist of people on the level of judges, isolated from contacts.

Still another suggestion: Cut the FCC down to three members.

Meanwhile the tribulations for Mack and McConnaughey kept mounting. The week's pot-boiling within the Harris committee hearings and outside included:

- The indictment of Mack and his long-time associate Thurman A. Whiteside by the grand jury investigating the Miami channel 10 case. The indictment boiled down to charges of bribery and accepting bribes.
- An official for one of the applicants for Pittsburgh's channel 4 reported he had heard that McConnaughey had asked \$50,000 from his company and \$20,000 a year for 10 years from a competing applicant. The official's story was found hard to swallow by a Harris investigator because he couldn't name the company man approached.
- McConnaughey's testimony that the same applicant had offered business for the ex-FCC
  chairman's law firm was taken more seriously. This was denied, but the record remained
  that, in McConnaughey's own words, he had not reported a bribe attempt and that the company offering the bribe was now a partner in the tv stations which were at issue.

All of which dwarfed the original charges in this case, revolving around McConnaughey's forming a law partnership with counsel representing one of the applicants while the case was still alive and McConnaughey was still FCC chairman.

.

The FCC told the Appeals Court on Monday that it doesn't have enough evidence to begin hearings on Boston channel 5.

It noted that while the Harris House Commerce Legislative Oversight subcommittee had probed deeply into Miami's channel 10, attention given to Boston's channel 5 had been "cursory,"

The Harris group did issue hints about pressures on commissioners and other alleged misdeeds in connection to the award to the Boston Herald-Traveler, but it never backed up any of the hints with facts. The FCC told the Court it had directed its staff to investigate prior to holding hearings.



4 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

## **SPONSOR HEARS**

It's either a season's commitment at list price or nothing; that's the string on the Perry Como show that RCA's willing to yield because of other network buys.

The program's cost per half hour (time and talent): \$151,000.

-

Videotape is getting a big play from political candidates in the current election campaigns, local tv stations report.

Pre-taping their speeches the same day gives the contenders an opportunity to hit the personal appearance route while the speech is being telecast.

-

One of the rating services soon will suggest to its competitors that they all get together on a code of fair selling practices.

The keystone of the proposal: Put the sales emphasis on the superior features of the service and refrain from besmudging competitors.



If perfume distributors appear to be putting comparatively less cash on the barrel-head for advertising each successive year, it's because trading-out the product for media has become an ingrained practice of the business.

It's a surefire article for distribution to buyers at Christmas time.



CBS TV has run into some questions from agencies over the formula it's using for opening-night spotlight ads this season.

The gist of the complaints: CBS TV has limited the space to 600-liners, whereas NBC TV is running 'em as high as  $1{,}000$  lines.



A New York agency which lost an old-time cleanser account recently has been wiring stations to remit commissions on business placed by the new agency.

What's puzzling to stations: The correspondent's disregard of the fact that stations never handle commission money; it's deducted before payment.



Tang (General Foods' orange powder) has turned out to be not only a sleeper but a threat to the frozen orange-juice industry.

Kids have taken to it with enthusiasm akin to the hula hoop. However, there's no sign yet of Florida Citrus or Sunkist recognition of the newcomer in their copy platforms.



Both stories have been officially denied, but reports persist that top level people at Cities Service and Underwood still haven't dropped the idea of switching their ad accounts.

Esty, the present Underwood incumbent (budget around \$1.5 million) checked, and the version it got was that the client merely was assigning its corporate public relations to Gray & Rogers (a chore worth around \$40,000).

Cities Service (\$3.5 million) has been at Ellington since September, 1947.

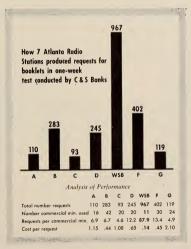
Another rumor verified this week: The Pabst switch of its \$6 million account from Norman, Craig & Kummel to K&E, which handles the Pabst-owned Blatz brand.

# in Atlanta nothing aets RESULTS like the **WSB** radio service

Results of a recent "test run" by the Citizens & Southern Banks of Atlanta are revealing. A scenic booklet was offered listeners of 7 Atlanta radio stations.

WSB Radio accounted for 43.5% of the total 7-station response. This was  $2\frac{1}{2}$  times the return of the second station. WSB scored more requests per commercial minute —6 times as many as the second station. WSB's cost-per-request was the most economical—68% less than that on the second station.

Here again is proof that it pays advertisers to go first class in Atlanta. Certainly your advertising belongs on WSB Radio.



# **WSB** radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.



## **NEWS & IDEA** WRAP-UP

#### ADVERTISERS

Stokely-Van Camp, Inc., one-time big spot customer, is returning to air media.

In a campaign breaking this week in key markets Stokley's PictSweet Frozen Foods and Finest Frozen Foods will use both saturation tv and radio.

Lennen & Newell, Stoklev's new agency, is handling the account out of its San Francisco office.

## More about campaigns:

· After years of association with Burns and Allen, Carnation has switched to daytime ty for its Instant Nonfat Dry Milk, via CBS TV's Art Linkletter's Houseparty, The Verdict Is Yours and As The World Turns. Radio support includes the Linkletter show and spots on the Keystone Network. Both begin at the end of this

- · Reynolds Metals Co. will spearhead a drive for increased use of aluminum in residential and other types of construction throughout October, November and December, via ABC TV's Walt Disney Presents and All Star Golf. Reynolds will also take part in ABC TV's Operation Daybreak sched-
- · Koret of California will use tv as its key advertising media for its spring line of fashions. It will open with tv schedules in 11 key markets, including New York, San Francisco,

Los Angeles, Chicago, San Diego and Denver, with prospects of more markets introduced as the season progresses. Agency: Wyman Advertising.

- Bay Area Rambler Dealers begin an intensive campaign, giving the lion's share of the ad budget to tv, via Ziv's MacKenzie's Raiders on KPIX and a full schedule of ty spots. Agency: Beaumont & Hohman, San Francisco.
- · Mars, Inc., starts this week with its two network, four program tv lineup which nearly doubles last year's campaign. The shows: Circus Boy and Ruff and Ready, both on NBC TV and Adventure Time and American Bandstand, both on ABC TV.

Personnel news: Kenneth White is the new product manager in the Toilet Articles division of Colgate.

### AGENCIES

Gumbinner this week started scouting around for availabilities for a



## **PICTURE** WRAP-UP

Auctioneer's chant is heard by N. Y. agency and network people on four-day tour of eastern North Carolina as guests of WITN, Washington, N. C. Standing (1 to r): Jack Hardingham, v.p., Headley-Recd; T. H. Patterson, v.p., and Wm. Bass, a.e., WITN; A. Boswell, sales supvsr., Wilson tobacco market: G. E. Broome, sls mgr., W. R. Roberson, Jr., pres., W. E. Barnes, v.p., all from WITN; Ken Goldblatt, a.e., Headley-Reed; Mr. and Mrs. Arthur Johnson, NBC; Gertrude Scanlan, BBDO; Sallie Melvin, NBC; Nat Stone, SSC&B; seated, (1 to r) Auctioneer Tom Burton; Carleton Hence, Headley-Reed; Eileen Greer, Ted Bates; Lucien Chimene, JWT; and Ed Kirchner, Ted Bates. The group also toured nearby duPont plant.





To promote traffic safety: The Shell Traffic-cast, a new KYA, San Francisco service, airs road conditions during rush hours. Here, Bartell Group executives visit service station: (1 to r) Morton Wagner, executive v.p.; Gerald A. Bartell, president and Lee Bartell, mgn. dir.

Hooping it up: Hula-Hoopers of all sizes turned out for contest inspired by Chuck Boyles, WKY, Oklahoma City d.j. Altogether 276 kids started-4 hours, 45 minutes later, 11 of them were still spinning



pre-Christmas spot campaign for Bourjois perfume.

The campaign will run between 1 and 20 December.

Bryan Houston, Inc. has come out with a 450-page, 1958 edition of the Major Coverage Study of Media and Markets.

It provides market information and circulation for radio, tv, newspapers, Sunday supplements and magazines in 700 cities located in 458 U.S. counties.

The information for each county includes a list of cities of over 25,000 population, and a list of the tv and radio stations which reach that county with the percent coverage of each from the latest Nielson Coverage Study.

Data in the 458 counties are shown for 1,368 radio stations and 393 tv stations.

The 1958 Workshop of the Chicago Federated Advertising Club via eight six-week sessions will open during week of 13 October. A condensed, streamlined program of seminars include subjects of marketing, merchandising, ty and radio.

Emerson Foote, senior v.p. and director of McCann-Erickson, will be the keynote speaker at the kickoff meeting in the Sheraton Hotel.

Agency mergers: Buchanan & Co. into Lennen & Newell, bringing LNN's billing to 803 million. John Hertz, Jr., formerly president of Buchanan becomes senior v.p. in charge of the Buchanan division of L&N . . . . . Guild, Baseom & Bonfigli will open an office in Chicago with the purchase of Richard D. Grisp & Associates, a marketing consulting firm. Crisp will be director of marketing for the agency, in charge of the Chicago office. GBR's billings are at \$12 million.

Agency appointments: Bayuk Cigars' John Ruskin and Flor de Melha brands, to Noble-Dury & Associates, Memphis. N-D will also handle advertising throughout the South for Bayuk's complete line, including Phillies, Webster and Tom Moore brands . . . Sta-White, Inc.'s Italo-American food products, to Ray Barron, Inc., Boston . . . Guaranty Trust Co. of New York, to Compton Advertising, for its institutional and service advertising programs.

New agencies: In St. Louis, Savan and Hammerman Advertising, Ine., handling accounts in the fashion, food, industrial and financial fields... In Dallas, Preis, Byland & Preis, Ine., for the food and household fields.

They became v.p.'s: Charles F. Adams appointed executive v.p. of MacManus, John & Adams . . . . John E. Martin, copy chief of the Minneapolis office of BBDO. elected a v.p. . . . John C. W. Daly, v.p. at the Los Angeles office of The Caples Co. . . . Robert Raidt, to Monroe F. Dreher as v.p. in charge of merchandising and member of the plans board.

Bottled sweetness fills the air at Cypress Gardens by this huge replica perfume bottle spraying a continuous stream of Revlor's Aquamarine Spray Mist. The fountain is maintained by W-CTO as a merchardising promotion. Aquamaids Peggy Glasscock (1) and Suzane Townsend dip hankies in perfume





New affiliation agreement between WREX-TV, Rockford, III., and CBS TV is approved by (1 to r) Louis E. Caster, pres., and Joe Baisch, gen. mgr., Greater Rockford Tv, Inc., Ed Bunker, CBS Congratulations were in order for Howard W. Maschmeier (1) from E. D. Taddei (r). R. W. Clipp, v.p. of the radio/tv division, Triangle Publications, Inc., looks on.



Four of a kind dressed in various costumes walked the streets of Pittsburgh to announce arrival of WTAE, the new Channel 4. Theme: "Big TV Comes to Pittsburgh"



#### **ASSOCIATIONS**

On the eve of the NLRB hearing in New York, AFTRA and SAG continued the fight for jurisdiction of taped commercials.

Claimed AFTRA:

The Guild is firmly opposed to merger in any form or to joint negotiation and joint administration of contracts in the field of video tape commercials. AFTRA feels that some form of merger, either total or partial, is inevitable.

Countered SAG:

AFTRA is seeking to gain control of actors in tv motion pictures, and because of this, the Guild cannot do business with them. SAG states, with confidence, that the NIAR will find that acting work done in motion pictures—whether by mechanics of film, tape, or any other device—should remain under the autonomous control of motion picture actors.

RAB is sending a brochure to member stations dubbed "Win The Election With Radio Advertising."

The subject: How political candidates can better their chances of winning the election through radio advertising.

The RAB promotion piece points out that radio is the most effective and economical way to reach voters.

An update of the Broadcaster's calendar for the week: 9-10 Oct.: Central 4A's regional annual meeting, Drake Hotel, Chicago. 9-10 Oct.: North Carolina Assn. of Broadcasters, Sedgefield Inn, Greens-

10-11 Oct.: Alabama Assn. of Broadcasters, Stafford Hotel, Tuscaloosa. 10-11 Oct.: Mutual Advertising Agency Network fourth-quarterly business meeting-workshop, Bismark

Hotel, Chicago. 10-12 Oct., AWRT Heart of America Conference, Kansas City, Mo.

Strictly personnel: Harry Ward, formerly with NBC in Chicago, appointed assistant director of Tv Code affairs for the NAB . . . John Sheehan replaces Halsey Barrett as director of national sales at TvB.

#### **NETWORKS**

Gulf and Texaco were shopping among the tv networks this week for packages.

Gulf has under option a monthly 1-hour show, Man of the Hour, on CBS TV; program cost: around \$150,000.

Gulf was on last season with Life of Riley, while Texaco limited itself network-wise to a special.

Tang, the General Foods orange juice powder that's had a quick sales take-off, has moved into alternate sponsorship of the Bob Cummings show (NBC TV).

The buy is for the 4th quarter.

Business: CBS Radio's contracts this week included Delco Batteries (Campbell-Ewald) and Mentholatum (JWT).

Delco renewed Lowell Thomas with the News and Mentholatum bought five weekly 5-minute units of CBS Radio's daytime dramatic series for 13 weeks.

Personnel: Publisher David W. Hearst and MBS executive v.p. Blair A. Walliser have been named directors of the Mutual Broadcasting System. This raises the number of board members to 11.

#### FILM

Michael M. (Mickey) Sillerman has resigned from ITC-TPA following formal acquisition of TPA this week.

The executive vice-president of TPA terminated his contract with the merged company even though it had over a year to run.

Sillerman's plans are still indefinite.

## YOUR BUSINESS WILL BE UP

if you read SPONSOR's 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

## Reprints of popular BASICS charts sections:

|                         | 1 to 9      | 35              | cents | each |
|-------------------------|-------------|-----------------|-------|------|
| 16 pages on Marketing   | 10 to 49    | 25              | cents | each |
| 16 pages on Radio       | 50 to 99    | 20              | cents | each |
|                         | 100 to 499  | 15              | cents | each |
| 24 pages on Tv and Film | 500 to 999  | $12\frac{1}{2}$ | cents | each |
|                         | 1,000 or mo | re 10           | cents | each |

Prices include postage

| check or          | cash enclosed .     | Bill me    |              |
|-------------------|---------------------|------------|--------------|
| Section           | Quantity<br>desired | Unit price | Total amount |
| Marketing         |                     |            |              |
| Radio             |                     |            |              |
| Television-Film   |                     |            |              |
| Full copy of Fall | Facts BASICS-       | -\$1       |              |
| Name              |                     | Company    |              |



## COFFEE SMELLS GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WCN-TV

Channel 9—Chicago



America's No. 1 Network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

Top NBC-TV Network Programming

• Top Next-In Netwerk Programming ... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service ... because NBC is now VHF in Buffalo.

Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!

WGR-TV

NBC CHANNEL 2

BUFFALO

SYMBOL OF SERVICE

A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. - WSVA, WSVA-TV, Harrisonburg, Va
WGR, WGR-TV, Buffalo - WNEP-TV, Scranton/Wilkes-Barre.

Sales:

Twenty new sales, including two regionals, bring the total market tally for CBS Film's Colonel Flack to 80.

The two regionals are: (1) Old Heidelberg Beer, 9 northwestern markets, and (2) Pacific Gas & Electric, 7 California markets. The four single market sales include one to Colgate-Palmolive Company, and one to Standard Oil of California.

In all 80% of Colonel Flack's sales have been directed to advertisers.

Six new sales this week marked CBS News Film's fifth anniversary.

New subscribers include WWL-TV, New Orleans; WEHT-TV, Evansville; KCRA-TV, Sacramento; WLOS-TV, Asheville; KPIX-TV, San Francisco; and YVKA-TV, Caracas.

There are now a total of 110 stations and networks in the U. S. and 20 foreign countries subscribing to the series.

Renew Series: Four Star Films is readying a new western series for January production. Title will be Lawgun.

 MCA-TV made its 7th sale on the Paramount package this week.
 KMOX-TV, St. Louis, bought the entire package.

 Heileman's Brewery has renewed Ziv's Sea Hunt in five markets.

The markets: Chicago, Wausau, La Cross, Madison, and Green Bay.

• American Tobacco (SSC&B) has bought alternate weeks of CNP's Flight and Official's Decoy on WPIX, New York. Buy is for Pall Mall.

Block programing: WPIX, New York's heaviest syndicated film programer, has instituted a Blocknight programing plan of its shows.

The plan calls for the scheduling each night of programs of similar types and appeal, designed to attract and hold a given audience for an entire evening. For instance:

• Monday night is adventure night, will feature Flight, CBS Film's Whirly-birds, Navy Log, NTA's Man Without a Gun, etc.

 Tuesday will be turned over to series on sports.

• Wednesday, mystery night, will highlight police action series, such as Decoy and Ziv's Highway Patrol.

Other nights will be devoted to comedy night, drama night, movie night and family night.



## It's Simply a Matter of Dollars!

If you added together all the money spent last year by all the people in Cincinnati, New Orleans, and Charlotte, N. C., you would just about reach the whopping total of \$2.5 billion spent by people covered by WOWO, the 37th Radio Market.

If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS
37th U.S. Radio Market\*
FORT WAYNE, IND. Represented by PGW

BO WESTINGHOUSE BROADCASTING COMPANY, INC.
\*Broadcasting, December 16, 1957

## Call off the Hidden Persuaders!

by Archie S. Grinalds, Jr. Sales Manager, WDIA



It didn't take the Hidden Persuaders and Motivation Research boys to discover: THE MEMPHIS MARKET IS DIFFERENT! The fact is, Negroes, who make up over 40% of the Memphis market area, are a big buying force in this area! And before it buys, the Memphis Negro market listens—to WDIA!

There are 1,237,686 Negroes in WDIA's listening pattern. Almost one-tenth of the nation's total Negro population! This big buying audience earned \$616.291,100 last year. And spent 80% of this overwhelming total on consumer goods!

WDIA's year-round national advertisers include: LUCKY STRIKE CIGARETTES . . . BLUE PLATE FOODS . . . BRISTOL-MYERS COMPANY . . . KROGER STORES . . LEVER BROTHERS.

#### IT'S A LOYAL MARKET!

Memphis Negroes listen most to WDIA! In the March-April 1958 Nielsen Station Index, Sunday-Saturday, WDIA totaled an overwhelming 52% more rating points than the next-rated station! Here's how they ranked:

| now they ranked. | •                      |
|------------------|------------------------|
| Station          | Total Rating<br>Points |
| WDIA             | 528.2                  |
| Sta. B           | 337.1                  |
| Sia. C           | 284.1                  |
| Sta. D           | 278.8                  |
| Sta. E           | 137.4                  |
| Sta. F           | 101.3                  |
| Sta. G           | 74.1                   |

We'd like to show you how WDIA can be a high-powered selling force for you—in this great and growing market. Why not write us today for facts and figures?

> WDIA is represented nationally by John E. Pearson Company

EGMONT SONDERLING, President
BERT FERGUSON, Exec. Vice-President

To date, 51 new national advertisers have bought time under the new concept, representing more than \$2 million in sales.

Moved: The sydicated TV spot division of Fred Niles Productions has moved from its Hollywood location.

Division will now be located in the

company's Chicago headquarters.

Meeting: Film Producers Asso. will hold its fall showcase meeting in New York next week.

Conference will highlight screenings of outstanding films for industry, education, ty and government.

Strictly personnel: Philip Frank, to MGM-TV as New York account executive in its commercial and industrial film division . . . George 6, Gallantz, corporation lawyer for Paramount's tv interests, has resigned to set up his own practice.

Screen Gems has added three new sales reps. They are: Charles Mason, to the southern division; Ralph Mitchell and Robert Kraus, both to the Central Division.

#### REPS

Top echelon changes at Blair-Tv: Harry Smart, Chicago sales manager, promoted to v.p. and Chicago manager; John W. Davis, a v.p., named as sales development manager for the Chicago area.

In San Francisco, Edward Smith, general manager of KOVR-TV, Sacramento-Stockton, named manager of the West coast office.

Gther personnel changes: John Hartigan, named midwestern sales manager of Broadeast Time Sales . . . Bob Gilman, to the New York sales staff of H-R Tv, Inc. . . . Paul Murray, account executive at the New York staff of McGavren-Quinn . . . Joseph Dowling, named assistant promotion manager of CBS Tv Spot Sales.

#### RESEARCH

Trendex has decided to move into the local rating field on a continuing basis, via local tv rating reports.

These Trendex City Reports will be divided into two sections:

 report on the amount and distribution of the tv audience, station by station and program by program.



## GEE THIS CLEANER'S A WHIZ!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



## **VALUABLE**

New TV Survey Free

A new 16-page reportresult of a survey of 529 TV station film directors - tells how stations use public relations films from industry . . . how much free time they give them . . . time lengths they insist on ... why they reject many films ... verbatim comments on how to make your next film better. For your free copy write Modern Talking Picture Service, Mktg. Dept. 54th St., N. Y. 22, N. Y.

2) report dealing exclusively with "Brand Share of the Market" Indexes covering 20 brand categories.

Trendex, continuing with its telephone technique, will produce reports in 50 cities for 1958, and will add more next year.

Network tv continues to attract more viewers, according to TvB's January-August report.

The first eight months, 1958, show a 9% increase in average evening program audiences and a 13% jump in average daytime audience.

Furthermore, average weekday daytime programs reached 389,000 more homes per broadcast than in 1957; and the average increase for evening programs was 680,000 homes.

Here's how the trend of network ty program audiences for January-August of each year looks:

| AVER, EVE, SHOW | RATING   | HOMES    |
|-----------------|----------|----------|
| (NO. PROGRAMS)  | (PSB)    | (ADD 000 |
|                 |          |          |
| 1955 (134)      | 20.8%    | 5,755    |
| 1956 (131)      | 21.5     | 6,790    |
| 1957 (122)      | 22.1     | 8,093    |
| 1958 (124)      | 21.8     | 8,782    |
| *Nielsen Total  | Audience | basis.   |

I DON'T WANT
JUST A JOB!

. . . I want a "position" as a Promotion Executive.

Heavy Radio-TV experience ranging from Local to National Sales Development, Advertising, Promotion, Merchandising and Exploitation in Network Radio, Local & Network TV, Film Syndication and Ad Agency business.

Currently in NYC, but willing to make move for long range opportunity.

Excellent references.

For details contact

Box 21

**SPONSOR** 

Thisa and Data: The Pulse, Inc. is holding its 17th annual luncheon at the Plaza, New York, on 20 October, with guest speaker, Bob Hope . . . A. C. Nielsen moved to new and larger quarters at 575 Lexington Ave., New York.

Strictly personnel: Wallace Kamens has joined the Center for Research in Marketing, New York, as v.p. . . . Richard M. Doub, appointed associate director of research, A. C. Nielsen . . . Ed Walzer, named director of communications for the National Consumer Panel division of Market Research Corp. of America.

#### **RADIO STATIONS**

Eighty-two out of every 100 spot radio commercials aired today are one minute in length.

So reports RAB after a survey to determine the popularity of various length commercials among spot radio advertisers.

RAB's basis: time purchases made by more than 1100 brand advertisers during the second quarter, 1958.

The findings:

• 82.3% of the announcements bought by spot radio clients were 60-second.

• 6.2% were 10-second.

• 5.6% were less than 10-seconds.

• 3.3% were 20-second.

• 2.6% were 30-second.

-

Top executives of the Balaban stations met, last weekend, for a management conference, to hear panel discussions by:

Robert Eastman, president, Robert E. Eastman & Co.; J. Liener Temerlin, v.p., Glenn Advertising, Dallas; and Noel Digby, of Gardner, St. Louis.

Station purchase: Allan W. Roberts, executive v.p. of the Southern Division for Tarlow Associates, announces that the organization has assumed control of WWOK, Charlotte, N. C.

| S             | , | 0.    | 20   | 1.1 | -              |
|---------------|---|-------|--|-----|----------------|
| 0             |   | 1     | F- p-  |     | -              |
| 0             |   | 0     | 21 27  |     | E-20<br>p-11   |
| S             |   | U.    | 20   | Ui  | Lin            |
| S             |   | 4     | 37   | Er  | E              |
| S             |   | 0.    | 55   | CT  | E              |
| 000000000000  |   | 0.    | 5533753                                      | Gr  | E              |
| S             |   | 0.    | 110  | Gr  | E              |
| S             |   |       | 21   |     |                |
| S             |   | 0.    | 29   | Gr  | E              |
| \$            |   | 0.    | 21   | Gr  | E              |
| 5             |   | 0.    | 79   | Gr. | E              |
| \$            |   | 0.    | 45   | GT  | E              |
| \$ 6 00000000 |   | 0.    | 45 25 20 20 20 20 20 20 20 20 20 20 20 20 20 | 25  | E              |
| ^             |   | 0     | 1.5  | Or  | F              |
| 0             |   | 0     | 20   | 0,  | -              |
| 5             |   | U.    | 22   | Q.  | green<br>green |
| \$            |   | 0.    | 21   | Cr  | -              |
| \$            |   | 0.    | 20   | Gr  | E              |
| S             |   | quel. | 50   | Gr  | E              |
| S             |   | U.    | 79   | Gr  | L              |
| 0             |   | 0     | 90   | 5-  | E              |

## It's Simply a Matter of Sales!

Retail sales in metropolitan Fort Wayne totaled \$281,916,000 in 1957. Retail sales in the area blanketed by WOWO, the 37th Radio Market, totaled over \$2.5 billion, nine times as much! If you're buying top radio markets, you must include . . .

WOWO 50,000 WATTS
37th U.S. Radio Market\*
FORT WAYNE, IND. Represented by PGW

Propert Warne, IND. Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

\*Broadcasting, December 16, 1957



MUSIC
THAT YOUR CUSTOMERS
WANT TO HEAR!

COMMUNITY
SERVICE
THAT'S DEPENDABLE!

lowa's number one station should be your number one consideration. Buy the station that has more audience than four other Des Moines radio stations combined, according to both Pulse and Hooper. Buy the station that gives you the MOST — THE NEW KIOA.



KIOA

940 KC. • DES MOINES JIM DOWELL, V. P. and GEN. MGR

A PUBLIC RADIO CORP. STATION LESTER KAMIN, PRESIDENT

THE NEW
KIOA
Ist IN:
DES MOINES

KAKC 1st IN TULSA

WEED RADIO CORP.

to the Board of Education about the need for a new municipal stadium.

Ideas at work:

• WTOP, Washington, embarked on a safety campaign for bicycle riders. Announcements on bicycle safety—some to the tune of "Daisy," are aired regularly.

 WBAL, Baltimore is mailing a promotional series of "from zoo to you" animal pieces. The first: A giraff, called a 'rubber neckus-Newzus'—a long necked news getter scampering all over the world for news stories.

 D.j.'s at WCPO, Cincinnati, have launched a contest glorifying the working gals. The three office girls submitting the best letters on why they need a day off will get just that—plus a day on the town and an appearance on tv.
 The station will hire replacements for the girls on their day-off.

Anniversaries: WIRE, Indianapolis, awarded an NBC plaque to celebrate its 25th year of affiliation with the network... WKST, New Castle, Pa. will mark its 20th year of broadcasting this month... KXOX, St. Louis, also celebrating its 20th anniversary this week.

Kudos: WNAR, Norristown, Pa., presented with the annual "Commonwealth of Pa. Highway Safety Award' by Gov. Leader . . . Orville Rennie, promotion manager, KOA, Denver, named coordinator of radio/vt network program opportunities for the 1959 Colorado "Rush To The Rockies' Centennial.

Personnel and programing changes: WMBR, Jacksonville, recently purchased by WWDC, Washington, has initiated a stepped-up radio operation coupling CBS programing with increased local news coverage, local programing and public service broadcasts.

Sidney L. Beighley, Jr. has been named v.p. and general manager of the station.

They were promoted: Rollins Broadcasting Corp. have appointed these general managers v.p.s of their respective stations:

Hal Walton, WNJR, Newark; Robert Lyons, KATZ, St. Louis; Arnold Johnson, WGEE, Indianapolis; Paul von Hagel, WRAP, Norfolk; Charles Stone, WAMS, Wilmington; Charles Maillet, WJWL, Georgetown

and George BarenBregge, WPTZ-TV, Plattsburgh, N. Y.

#### TV STATIONS

There are more tv sets in American homes today than there are telephones or bathtubs.

So reports the 27th semi-annual edition of Tv Fact book published by Tv Digest.

The figures:

 42.4 million U. S. homes or 84% of the total have one or more tv sets. (About 39 million homes have telephones; 41.5 million have bathtubs.)



POPULATION: 439,000\*

EFFECTIVE BUYING INCOME: \$748,540,000\*

A distinct and separate market from Seattle's coastal region, and Spokone's Inland Empire.
INLAND WASHINGTON

Source: Soles Monagement, May 10 "Survey of Buying Power"



Not'l Reps. Seattle & Portland No.
Forjee & Co. Art Meare & Assoc. Pet O
Phone NO 3-5121 Wenetchee

(PO WENATCHEE WASHINGTON SOOO W - 560 KC

THE OLD WEST LIVES AGAIN...

AT

### EL RANCHO VEGAS



Las Vegas, Nev.—DUdley 2-1300
INDIVIDUAL BUNGALOWS ON 66 SPACIOUS
ACRES DEDICATED TO YOUR MODERN COMFORT
BUT STRESSING WESTERN ATMOSPHERE.

...the world famous OPERA HOUSE THEATRE RESTAURANT presents nightly the greatest names in show business in lavish productions reminiscent of the exuberant Frontier Days.

 Phone Direct for Reservations

 New York
 San Francisco
 Los Angeles

 LOngacre 3-6149
 YUkon 2-7105
 BRadshaw 2-3366

 Beverly Hills
 Chicago
 Miami Beach

 BRadshaw 2-3366
 MOhawk 4-0111
 IEfferson 8-0591



• 58.5 million to receivers in all have been sold in this country in the 12-year life span of the to industry.

• 47.5 million of these sets are still in use, including multiple sets in homes and sets in public places.

A. James Ebel, general manager and Lester C. Rau, general sales manager of KOLN-TV, Lincoln, played host to 357 agency and advertiser executives at a presentation luncheon in New York.

The presentation: slide and sound film outlining the Lincolnland market in terms of NCS#3 data.

New tv station: The transmitter is now completed for KTVE, serving South Arkansas, North Louisiana and West Mississippi. Air date: 1 November. Station purchase: KVSO-TV, Ardmore, Okla., by Bill Hoover, president and general manager of KTEN-TV, Ads. for \$160,000.

#### Ideas at work:

 WSB-TV, Atlanta, is celebrating its 10th year of telecasting with a mammoth parade previewing the fall season and featuring special attractions ranging from visiting celebrities to Huskie dogs from the 49th State.

 Now that school has started, both ration and ty stations are promoting bicycle safety (See Ideas—Radio Stations.). Each week, WJBK-TV, Detroit, will award a bike to the outstanding safety patrol boy or girl, determined by the Board of Education and the traffic safety division of the Detroit police department.

Kudos: The Jefferson Standard Broadcasting Co. (WBT, WBTV, Charlotte and WBTW, Florence) received three awards from the American Red Cross, for participation in the "Blood Bank Credit Plan" and promotional efforts in behalf of the Red Cross Blood Program.

Station staffers: James Richdale, Jr., appointed v.p. and general manager, KGUL-TV, Houston . . . Mark Wodlinger joins Community Telecasting Corp., applicant for Channel 8 in the Quincy City Area, as executive v.p. and general manager . . Howard Maschmeier, named assistant general manager of Triangle's WNHC-TV, Hartford-New Haven . . Lawrence Carino, general sales manager, WWL-TV, New Orleans. Programmed all day long to an adult buying audience

## WISH

Indianapolis

CBS Represented by Bolling



A CORINTHIAN STATION

KOTV Tulsa • KGUL-TV Houston

WANE & WANE-TV Fort Wayne

WISH & WISH-TV Indianapolis



### I LIKE THIS GUM!"

I LIKE IHIS GUM!"
WGN-TV commercials get results

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV



radio homes at the

### **LOWEST**

cost per home of any station in the

### Heart of Florida



24-hour service to the Suncoast

### WSUN Radio

St. Petersburg-Tampa

Represented by VENARD, RINTOUL & McCONNELL

Southeastern: JAMES S. AYERS



### GTGTET THIS BEER!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with



Channel 9—Chicago



## Tv and radio NEWSMAKERS



Ernie Tannen has been appointed managing director of Kluge radio stations. Under his direction will be WGAY, Washington, D. C., WEEP, Pittsburgh; WKDA, Nashville; WINE, Buffalo; KNOX, Ft. Worth-Dallas; and WSRS, Cleveland (pending FCC approval). While he was at WILY (now WEEP), Tannen proposed that the station's format, which had been

aimed primarily at the Negro market, be changed to include the general community. This was a radio first. Never before had a Negro market station been converted to general market programing. The unorthodox move was heralded in a feature story in *Time* magazine, and the new WEEP soon became one of the top three stations in Pittsburgh. Tannen's broadcast career began with WGAY, Silver Spring, Md. when he joined them on opening day, 7 Dec., 1946.

Reid C. Chapman has been named vice president and general manager of WANE, WANE-TV, Fort Wayne, Ind. For the past three years Chapman has been general manager of WANE radio. Formerly he was associated with WISH and WISH-TV, Indianapolis where he held positions as announcer, disk jockey, salesman, program director and promotion director. Prior to



joining WISH he was with WAOV, Vincennes and WHOT, South Bend. Chapman in his new post at the WANE stations, succeeds R. Morris Pierce who has been called to direct the Nay's new two million watt radio installation at Culler, Me. The installation has been called "the world's most powerful radio station" and should be capable of being received by U. S. Nay ships anywhere in the world.



Harry Smart recently was promoted to vice president and Chicago manager of Blair TV. Smart won wide recognition last spring for leading the coordinated effort by station representatives which convinced the Kellogg Co. to put its 7 million tv budget on a spot basis. Before joining Blair, he was associated with Dancer-Fitzgerald-Sample where he worked in hroadcast analysis.

media and merchandising. His association with Blair TV dates back to May 1949 when the Blair office was the first exclusive television representative in Chicago. During World War II, Smart served with the Army Ground Forces and Infantry in both the European and Pacific theaters of operation. He attended the University of Rochester. N. Y. and was graduated in economics and business administration.

## YOUR FALL-WINTER SPOT BUSINESS WILL BE UP

because you'll get more of it if you read SPONSOR's new 12th annual

### FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts
Full copies of Fall Facts BASICS available for \$1

### Reprints of the popular BASICS charts sections:

| 16 pages on Marketing | 16 pages on Radio | 24 pages on Tv and Film | 16 pages on Tv and Film | 17 To 49 | 25 cents each | 100 TO 499 | 15 cents each | 100 TO 999 | 12½ cents each | 1,000 OR MORE | 10 cents each | 100 OR MORE | 100 CENTS | 100 OR MORE | 100 OR MORE | 100 CENTS | 100 OR MORE | 100 CENTS | 100 OR MORE | 100 OR MOR

Prices include postage

For fast delivery, use the coupon below:



### SPONSOR SPEAKS

### Ty's irresponsible critics

The usually reliable *New York Times* provided the industry with another example of regrettably cheap tv criticism in an editorial on 23 September.

Said the Times: "Few thoughtful persons will deny that television has sunk into a malodorous quagmire.. Good programs, that might have intellectual appeal, are being swamped by commercials.. Good masters of ceremonies get on the soap box for patent medicines. Any program, no matter how valuable, can be interrupted without warning for advertisements that most self-respecting publications would reject out of hand."

Ordinarily we admire the *Times* very much. But we cannot help pointing out that these are not the comments of a fair, factual, intelligent or honorable man. They are hysterical, exaggerated, unreasonable and irresponsible.

It is simply not true that tv programs of intellectual appeal are "swamped with commercials." Many of tv's most intelligent shows, such as Camera Three and the Open Mind are wholly unsponsored. And the commercial handling on such literate offerings as Omnibus, Hallmark Hall of Fame, Meet the Press, and DuPont's Show of the Month, cannot seriously be questioned by any reasonable observer.

Nor is it true that tv, as a whole, accepts advertising that "most self-respecting publications would reject out of hand." We challenge the *Times* to name five newspapers or magazines of significant circulation whose standards are higher than those set by leading tv networks and stations.

Finally, who are those good m.c.s who "step on the soapbox for patent medicines?" Is the *Times* weeping in its beer for Hal March, Jack Barry, Bud Collyer? And if so, why?

There is much in tv that deserves honest criticism and correction. But we in the industry have a right to insist that our critics stand and deliver like men—not exaggerate and befuddle the issues like frantic and frightened old women.



THIS WE FIGHT FOR: A courageous industry. One that will listen to honest criticism, take it to heart, and act on it when it is justified. But also an industry that will strike back hard when it is unfairly and unreasonably attacked.

### 10-SECOND SPOTS

High fashion: A Madison Avenue wag has advanced the following as a reason for the move of H-R Representatives to the new Seagram Building: "They like the charcoal-gray windows."

Snakey: A blacksnake climbed a pole in a Maryland suburb of Washington, D. C., and blew out the premiere of a stereo show at WGMS. Proving that, in broadcasting, a snake on a pole is worse than one in the grass.

Pathetique: A rep's lament, overheard in New York's Gaston Restaurant: "When billings are up, you've got a great station; when billings are down, you've got a lousy rep."

Spotting: At recent CBS TV presentation at Toots Shor's, 49 gal reporters (one from each state of the Union) were on hand as guests. During the proceedings, word leaked out that 48 of them were married, whereupon a Newark newspaperman rushed over to the girls' table, demanded to know which one wasn't hitched. "That's easy," replied Mrs. Iowa, "the one in the plunging neckline."

His/Hers: An adgal who was on the recent WITN, Washington, N. C., junket that included a yacht cruise reports she was baffled on her first trip to the head to find all towels marked "Mistress." She was about to ask host Bill Roberson why there were no towels for "Master," when she learned the name of the yacht was "The Mistress."

Herbiverous: Eileen Greer, Ted Bates timebuyer who buys for Colgate, raises herbs on her Manhattan apartment terrace and snips some for omelette first thing every morning. First thing after brushing her teeth with Colgate, we trusk

Headline: From N. Y. Times— WRONG TAPE USED ON WCBS SERIES Another first for videotape!

Impassive: From a release for ABC TV Roller Derby—"Because of his hard play, Gene has broken just about every bone in his body, including two arms, a wrist, three toes, one leg, one shoulder rib, a collarbone and a nose, and has also suffered a brain concussion. Over a 10-year period, Gene held the impressive record of being passed for less points than any other skater in Roller Derby history." Yeah, but you ought to see the other guy who tried to pass him!

## WHAS-TV LOUISVILLE

## IF IT IS **BIG**AND **IMPORTANT**, IT'S ON **WHAS-TV**

50,000 youngsters, 57,000 adults have attended T-BAR-V, Louisville's ONLY kid show with LIVE, DAILY AUDIENCES



50,000 youngsters, escorted by 57,000 adults is a lot of participation. T-BAR-V skillfully interweaves educational, health and safety subjects with songs, cartoons and games to the benefit of the small fry and sheer delight of parents. Indication of the show's drawing power is that ticket requests are received five months in advance.

Like other WHAS-TV produced programs, T-BAR-V's demonstrated concern for the community has gained the respect and confidence of huge, loyal audiences and long-term clients. It's IMPORTANT that constructive entertainment be presented for children. And when BIG and IMPORTANT programs are produced in Louisville, they're found on WHAS-TV.

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!



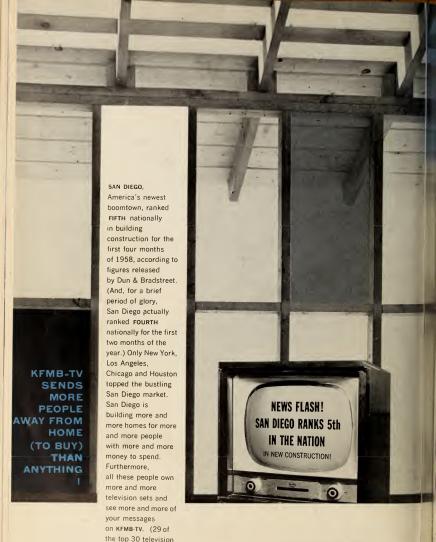
WHAS-TV

Fishie

Foremost In Service

Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Notionally by
HARRINGTON, RIGHTER & PARSONS, INC.



shows seen in

San Diego are seen on KFMB-TV.)

KFMB ® TV

20¢ a copy • \$3 a year

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## lifterent in APPROACH of



Everything we do at W-I-T-H is measured by one basic yard-stick:

"What's good for Baltimore is good for W-I-T-H."

That's a nice, cozy statement. A real "heart-throbber." A lot of stations can make it in their own behalf. Many of them do make it. So, when you hear it, consider the source. What—and who—is behind it?

When W-I-T-H was founded in 1941, it became the first independent Baltimore radio station. It has remained independent to this day. Now doesn't it make good common sense that a station, completely independent throughout its 17-year career, has had many more opportunities to serve the interests of its community? W-I-T-H has had hundreds of such opportunities—has made many of them, in fact—and has served them well.

Result? A special bond between Baltimore and W-I-T-H that you have to experience on the spot to appreciate fully—but that you can obtain to your product's advantage by advertising on W-I-T-H. It's a mighty bonus!

### HOW N. W. AYER REPLANS FOR THE AIR AGE

With 40% of billings now in radio/tv Ayer is reorganizing media and creative staffs around new marketing concepts, Special sponsor report on America's oldest agency.

Page 35

Videodex opens score of new rating markets

Page 40

Tips on how to improve your radio commercials

Page 42

How radio/tv are upping sales for department stores

Page 45

DIGEST ON PAGE 2

om Tinsley President

C. Embry

pional Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Clarke Browne Co. in
Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Chicago, Detroit and West Coast



to present one of the brightest names in all the incandescent world of showbusiness: a man whose nimble tongue and wit have entertained three generations; a man proclaimed by one of our nation's Presidents as "Toastmaster General of the United States"... probably the most sought-after Master Ocremonies in the world today... Mister George Jessel! This month on KCOP, Mr. Jessel brings to Southern Califort television a program that permits his doing the thing he do bost: talk. Talk of his 50 years as an international entertain Talk with his famous guests... Burns, Benny, Cantor, et l. And talk, in retrospect, of the people and events—political al theatrical—that few men know so well as George Jessel.

George Jessel's Show · Tuesdays & Thursdays · 8:30 to 10 pm



## DES MOINES IN DEPTH

Highlights of Media Study by Central Surveys, Inc.

## **KRNT-TV**

- ► The Station Most People Watch Most!
- The Station Most People, By Far, Depend on for Accurate News!
- ► The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

KATZ Has the Facts for YOU!



The COWLES Operation in lowa



### DIGEST OF ARTICLES

### Vigorous veteran: the N. W. Aver story

35 sponson's special report on America's oldest advertising agency and why it's reorganizing air media work after doubling billings since 1953

### Videodex: score of new markets in last quarter

40 Decade-old tv audience measurement firm in process of expanding services for clients; at drawing-board stage, idea for instant electronic ratings

### How to improve radio commercials

42 Music, humor and better production delivering new radio sell for advertisers, agencies and producers with new techniques. Here's how to do it

### Phillips buys radar weathercasts

44 Phillips Petroleum, through Lambert & Feasley, commences tri-station radio spensorship of tracing erratic weather of Florida's east coast

### Air media: department store lifeline

45 Department stores, fighting increasing competition, can profitably consider more use of air media. Here are some suggestions and examples

### Economical electronic research

47 Voting machines—new gimmick for obtaining quick, inexpensive station research figures. WOW's showmanship provides clues for radio industry

#### SPONSOR-the first half of 1958

51 The personalities, features, case histories-all of the air media news in the year's first half, broken down by category for easy reading

### SPONSOR ASKS: What audience promotion devices have you found most effective?

60 With stations continually trying new audience promotions, station men and a promotion specialist discuss their most effective methods

### **FEATURES**

10 Commercial Commentary

73 Film-Scope

28 49th and Madison

74 Marketing Week

78 News & Idea Wrap-Up

6 Newsmaker of the Week

78 Picture Wrap-Up

62 Radio Basics

76 Sponsor Hears

17 Sponsor-Scope

92 Sponsor Speaks

64 Spot Buys

92 Ten-Second Spots

24 Timebuyers at Work 90 Tv and Radio Newsmakers

75 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

#### EDITORIAL DEPARTMENT Executive Editor

John F. McMillin

Managing Editor Alvin W. Outcalt

News Editor

Ben Bodec Special Projects Editor

Alfred J. Jaffe Senior Editor

W. F. Miksch Associate Editor

Russ Carpenter Midwest Editor (Chicago)

Gwen Smart Western Editor (Los Angeles)

### Assistant Editors

Jack Lindrup Gloria Florowitz

Contributing Editor

Joe Csida

Maury Kurtz

Production Editor

Florence B. Hamsher

**Editorial Assistant** Vikki Viskniskki

#### ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager

Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

Production Manager Jane E. Perry

Sandra Lee Oncay, Asst.

#### **Administrative Staff**

Durris Bowers George Becker Laura Datre Laura Okan Jessie Ritter

### PROMOTION DEPT.

Jane Pinkerton, mgr. Sara Nicoll

### CIRCULATION DEPT.

Seymour Weber Emily Cutillo Harry B. Fleischman

Member of Business Publication Audit of Circulations Inc

BPA

### SPONSOR PUBLICATIONS INC.

combined with V. Erceulive, Editorial, Circu-lation and Advertising Officer: 40 E. 49th 33. Inc. 12 Company of the Company of weekly by SPONSOR Publications inc. Little 2nd class matter on 29 January 1948 at the Baltimore nostoffice under the Act of 3 March 1879 @1958 Sponsor Pudlications Inc.



### HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!





■ Unduplicated NBC-TV COVERAGE
■ Unduplicated CBS-TV COVERAGE

## 51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

 WOC-TV'S 48 COUNTY MARKET — POPULATION\*
 1,727,100

 Homes\*
 531,200
 TV Farm Homes\*\*
 54,912

 TV Homes\*
 398,800
 Effective Buying Income\*
 \$2,852,363,000

 Farm Homes\*\*
 \$7,101
 Retail Sales\*
 \$2,076,120,000

 \*Sales Management "Survey of Buying Power — 1958"
 \$2,076,120,000

The Quint-Cities Station
—Davenport and Bettendorf in Iowa: Rock Island, Moline and East
Moline in Illinois.

WOCTV
Channel 6- Maximum Power - Basic NBC

Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
FY/ILISUE

PETERS, GRIFFIN, WOODWARD, INC EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, lowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines



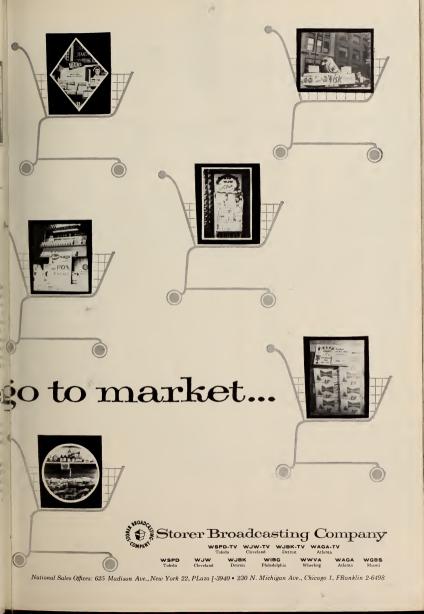


As much as the events of the day, a tisers' products and services are ne the markets of America. Personal se vision by representatives of the working, hard-selling merchandisin departments of Storer stations, wo with 13 food chains (approximately supermarkets) and 4 drug chains (approximately 220 drug outlets), present is important news at the point of pure

### Storer town crier

It is the vital function of the mercundising town crier to take advantage the impact of a Storer broadcast sconvert response into sales.

The Storer Broadcasting Company lespecial MERCHANDISING DIVISM created to serve advertisers on all Set stations. For full details, write the York National Sales Office of Ster Broadcasting.







## NEWSMAKER of the week

Two days hence (13 Oct.) the U.S. will get its third major daytime network when ABC TV begins its Operation Daybreak. That event follows by about two years the network's big break-through into nighttime tv when it turned the old two-way battle into a three-way affair. Now ABC TV hopes to repeat, and to win its spurs as a full network.

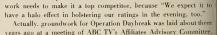
The newsmaker: Oliver (Ollie) Treyz, gregarious president of ABC TV, who, in his few short months as top man, has moved his network into position to become fully competitive with NBC TV and ABC TV.

When Operation Daybreak begins, ABC TV will have 30 hours of versatile morning and afternoon programing weekly, representing potential billings of more than \$10 million. For a happy starter, the web boasts that it is 95% sold out to such advertisers as General Foods, Lever, Armour, Toni, Nescafé, American Home Products and Minnesota Mining & Manufacturing.

Treyz sees even more ahead than the current 30-hour schedule for the network in its daytime programing, perhaps even this year. "We've got the stations behind us, so we can give sponsors what they want."

That. Treyz goes on, is proved by the response in time clearances. Says he: "More than 80% of the total tv audience will be properly covered from the very outset."

Treyz is confident that the daytime schedule is just what the net-



When the \(^1\)\_3-nighttime rate finally was agreed upon, and programing arranged, the network sent out feelers to the agencies. Response, beginning with several Y\(^2\)R orders, came almost immediately.

Treyz, a native of New York State (he was born 40 years ago in a small town in the Catskill Mountains), attended high school in Cameden, N. Y., went on to Hamilton College. He began in broadcasting immediately after graduation as man-about-the-schedule at WNBF, Binghamton, N. Y. He moved to BBDO in program development until World War II.

After the war. Treyz went to SSC&B, ABC Radio, TvB (as president) and finally to ABC TV where he became president last February. He is married to the former Janet Campbell, lives with his wife and two sons in Scarsdale, N. Y. He is a member of RTES. Sales Executives Club and the Newcomen Society.



## NEWSMAKER STATION of the WEEK WARM appoints EASTMAN

## WARM

FIRST IN SCRANTON-WILKES-BARRE

Hooper: Aug. — Sept. 1958 morning: 7 A.M. to 12 Nn. — 43.3% afternoon: 12 Nn. to 6 P.M. — 42.1%





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue New York 22, N.Y. PLaza 9-7760

333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg—Room 1043 San Francisco, Cal. YUkon 2-9760



Peters, Griffin

**NEW YORK** 250 Park Avenue Yukon 6-7900 ATLANTA

Glenn Bldg.

Murray 8-5667

CHICAGO Prudential Plaza Franklin 2-6373

DALLAS 335 Merchandise Mart Riverside 7-2398

DETROIT Penobscot Bldg. Woodward 1-4255

FT. WORTH 406 W. Seventh St. Edison 6-3349

HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

### E PLURIBUS UNUM

"ONE out of Mary"



### That's the P G W SPOT RADIO GUIDE

Accurate answers to questions about cost and coverage potentials with national SPOT RADIO are at your fingertips with the **PGW** Spot Radio Guide. Leading advertisers and agencies agree that it is an infallible yardstick for "on-the-spot" planning of national advertising campaigns.

Here in ONE compact volume are answers about costs and coverage of 50 to 168 markets. And increased sales keep rolling in from national Spot Radio Campaigns.

Call **PGW** for a copy of the Spot Radio Guide and for helpful market information.

### THE CALL LETTERS OF THE SALES GETTERS

### West

| KBOI-Boise . |    |   |     |     |     |     |   | 5,000  |
|--------------|----|---|-----|-----|-----|-----|---|--------|
| KGMB-KHBC-   | Ho | n | oli | ult | ı-l | Hil | 0 | 5,000  |
| KEX-Portland |    |   |     |     |     |     |   | 50,000 |
| KIRO-Seattle |    |   |     |     |     |     |   | 50,000 |

### Midwest

| WHO-Des Moines        |       |
|-----------------------|-------|
| WOC-Davenport         | 5,000 |
| WDZ-Decatur           | 1,000 |
| WDSM-Duluth-Superior  | 5,000 |
| WDAY-Fargo            | 5,000 |
| WOWO-Fort Wayne       |       |
| WIRE-Indianapolis     |       |
| KMBC-KFRM-Kansas City |       |
| WISC-Madison, Wis     |       |
| WMBD-Peoria           |       |
|                       |       |

| WBZ+WBZA-Bost                                |     |     |    |   |                        |
|--|-----|-----|----|---|------------------------|
| Sprin  | ng: | fie | ld |   | 51,000                 |
| WGR-Buffalo .                                |     |     |    |   | 5,000                  |
| KYW-Cleveland                                |     |     |    |   | 50.000                 |
| WW1-Detroit .                                | ċ   | i   | i  | i | 5.000                  |
|  |     |     |    |   |                        |
|  |     |     |    |   |                        |
| WWJ-Detroit . WJIM-Lansing . KDKA-Pittsburgh |     |     |    |   | 5,000<br>250<br>50,000 |

### OODWARD, INC.

### Southwest

| KFDM-Beaumont          | 5,00  |
|------------------------|-------|
| KRYS-Corpus Christi    | 1,00  |
| WBAP-Fort Worth-Dallas | 50,00 |
| KTRH-Houston           |       |
| KENS-San Antonio       | 50.00 |

### Southeast

| WCSC-Charleston, S. C.                          | 5,000          |
|---|----------------|
| WIST-Charlotte WIS-Columbia, S. C               | 5,000<br>5,000 |
| WSVA—Harrisonburg, Va.<br>WPTF—Raleigh-Durham . | 5,000          |
| WDBJ-Roanoke                                    |                |

## EVERY MINUTE OF EVERY DAY\*

there is a

## PHIL DAVIS NIUSICAL COMMERCIAL

on Radio & Television

building sales in every major market for all kinds of products

(\*Current Broadcast Schedules average over 22,580 per week)

### DHIL DAYIS MUSICAL ENTERDRISES

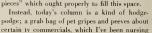
MUrray Hill 8-3950 59 East 54 Street New York 22



## Commercial commentary

### A Pocketful of Peeves

This past week I've been talking to N. W. Ayer people in Philadelphia and New York (see page 35) and I just haven't had time to put together one of those weighty, ponderous "think pieces" which ought properly to fill this space.





secretly for some weeks now.

Let's begin with my nomination for the Worst Commercials of 1958—the booming and reverberant "They Said It Couldn't be Done" jobs for LAM cigarettes.

Why do I dislike them so? Well it's not for the usual consumer reasons. I'm not mad because they're "boring," "repetitious" or "unbelievable" (though I think they are) or because L&W's audio man is riding the gain with a leaden hand, and trying to blast me out of my living room. What does irritate me is the fact that these commercials reflect such a phony, self-conscious approach to the whole business of advertising and selling.

Listening to Jack Lescoulie's thunder, I can just imagine what took place. The agency was obviously under pressure. And, reacting as hard-pressed and frantic agencies always do, it fell into the typical adman's trap—of getting mad at the public.

In other words, we must wake "them" up. We must irritate and annoy "them," get "their" attention, make "them" listen.

Anytime you find yourself approaching your advertising job in these terms—look out. The worst thing that can happen to an adman is to begin thinking of the public as 14-year-old dumb-bells, as "theys" to be manipulated.

It's dangerous because inevitably your own contemptuous and superior attitude shows through in your work. It betrays itself in a hundred ways. And it destroys all chance of believable communication with the people you are trying to sell.

This, I think, is what happens in the case of L&M. And this is the reason why the "They Said It Couldn't Be Done" campaign gets my vote as 1958's dreariest and worst.

#### Embarrassed animals and flat-headed humans

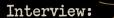
My second big gripe concerns a whole class of commercials, rather than a single campaign, and illustrates, I believe, the difficulties of trying to marry advertising and show business.

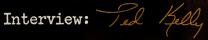
I'm speaking here of two kinds of cartoon commercials which seem to be enjoying a noisome popularity these days.

The first is the "embarrassed animal" type of animation. You've seen them often. Gillette, for instance, has used them occasionally as have dozens of other advertisers.

These commercials are built around grotesquely drawn rabbits, parrots, chickens, foxes, and birds of various types who all have one singularly distressing personality characteristic: they mugg and screech on camera like embarrassed and pimply adolescents.

(Please turn to page 13)





McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."



"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point of sale all over the area."





"Such service is Premium quality . . . real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!













Network Affiliations: NBC; ABC; MBS . Sales Offices: New York, Cincinnati, Chicago, Cleveland . Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas ...... Crosley Broadcasting Corporation, a division of AVCO



Saturation TV coverage of rich mid-Michigan. At last you've got it, through Flint's WJRT—and from the *inside*, complete with ABC primary affiliation. On the air in October, WJRT's the only television station that will reach and sell Flint, Lansing, Saginaw and Bay City, with a Grade "A" or better signal.



Represented by HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit • Boston • San Francisco • Atlanta

### Commercial commentary continued . . .

Don't misunderstand me, though. I'm not criticizing all cartoon commercials, or even all with animals. Those in which the Disney touch, or at least the Disney influence is apparent, can have great charm and interest and amusement values.

What does gripe my soul is the type of announcement (Jif's rabbit is a good example) in which the animal is obviously suffering from a deep-rooted inferiority complex, and, to compensate, is croaking and mugging and hamming it up like a third-rate comedian on a benefit night.

I think that the cartoon factories, in producing these commercials, have sold agencies and advertisers a dreadful bill of goods. And I think they have also betrayed their Hollywood-bred lack of sympathy and understanding for the entire advertising business.

Equally objectionable to me are the "flat-headed" human cartoons, of which there are many varieties. Have you noticed the astonishing tendency in many modern animated commercials to portray either the seller (the manufacturer) or the buyer (Mr. Public) as a chinless, or browless, or brainless human being?

I'm not one to cry "subversion" at the drop of a spot announcement. Or to see deep, dark plots and malignant "influences" at work in the ad business. But I do think that a professional agitator work make out a pretty good case from the evidence on his tv screen.

It would look to him like an organized and evil conspiracy (on the part of many cartoonists and animators) to deride and discredit the American Manufacturer, the American Consumer, in fact the whole American Way of Life.

I don't believe, of course, that this has been happening. But I do know that many artists (and cartoonists in particular) are rebellious spirits who take a small boy's delight in poking fun at what they imagine is the stuffiness of business men, and the boobery of the bourgeoisie. And I do think that many agencies and advertisers (and a stuffiness are sufficiently and the sufficiently and the sufficient to sufficiently a sufficiently and the sufficient to sufficiently and the sufficient to sufficiently and the sufficient to sufficiently and sufficiently sufficiently and sufficiently sufficiently

### Choirs of angels

Finally, I'd like to sound off a little on a stuffy and pompous trend I've detected in many ty commercials during the past year.

This is the "Choirs of Angels" technique employed by Kaiser (A-LUM-in-um) and other advertisers, the kind of commercial which employs a massed chorus of heavenly and ethereal-type voices to emphasize a salespoint.

There are dozens of delightful musical commercials on tv (Winston's and Ballantine beer's to name a couple). But when the boys feel it necessary to inflate a one-minute spot with all the production values of a Bach chorale, it makes me snicker.

There is, to my mind, something essentially solemm, self-righteous, a-sexual, and humorless about many large singing groups (the average college glee club for instance) and when you add these ingredients to what should be the friendly personal job of tv selling, you're aut to end up with a mishmash.

Technically perhaps they're very fine. But every time I hear those soaring voices, singing as if they were looking "through magic casements on fairy lands forlorn" or dreaming of those whom "they had loved long since and lost awhile" I can't help wondering what the hell it has to do with advertising.

Here again, though, I believe it's just a case of some ambitious show business figure having sold an agency and advertiser an expensive bill of goods. When are we going to see the end of all this?

### Problem Solved by an Ad Manager



Tom figured he'd never make any real dough.



Everybody complained so much about ad costs he dared not ask for a raise.



Blair TV Associates said he could get real mileage in unduplicated markets such as WCTV.



He tried it. Sales up, costs down, everybody happy.



He got the raise, and winters in Miami like everybody else!



Tallahassee Thomasville

for North Fla. and South Ga.

John H. Phipps

Broadcasting Stations

PENNSYLVANIA'S

## MIGHTY MILLION'S MARKET

AN NEC BASIC BUY

### Counties Covered

- LUZERNE
- LACKAWANNA
- LYCOMING COLUMBIA
- SCHUYLKILL
- MONROF
- NORTHUMBERLA
- WAYNE
- WYOMING
- SULLIVAN
- SUSQUEHANNA
- BRADFORD UNION
- LEHIGH
- SNYDFR
- MONTOUR
- CARBON
- CLINTON





VILKES-BARRE • SCRANTON • HAZLETON • WILLIAMSPORT

### BIGGER THAN A BILLION DOLLAR MARKET

he third highest set count in the state . . . . reaching your customers in 19 of the ate's Northeastern and Central Counties. To reach the same audience it would take 8 newspapers, 36 radio stations, hundreds of billboards, and too much direct mail or any advertiser's budget.

Sewed Best by the Mighty

There's more to WBRE-TV's sales-producing story . . . GET ALL THE FACTS REFORE YOU BUY!

### WBRE-TV Ch. WILKES-BARRE, PENNA.

## soaring

SALES

Results tell the tale. WGAL-TV produces more business for every advertising dollar you spend, yet actually costs you less. This pioneer station is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. And, WGAL-TV's multi-city coverage costs you less by far than single-city coverage. Put an up-swing in your selling. Put your advertising on CHANNEL 81

- 1.040.465 households
- 942,661 TV households
- 3.691.785 people
- \$3¾ billion annual retail sales
- \$63/3 billion annual income

## WGAL-TV

### LANCASTER, PA.

**NBC** and CBS

STEINMAN STATION . Clair McCollough, Pres.

# AMERICA'S 10th TV MARKET BEAUTY BEAU

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



### SPONSOR-SCOPE

II OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Prognosticators on Madison Avenue say it's a surefire bet that the air media will be in a rousing sellers' market for the first six months of 1958.

Planners in the giant agencies see national advertisers pouring it in loads, especially in tv, beginning the first of the year.

In connection with such prospects, the biggest boost that tv as a medium has had in some time is the report coming out of Detroit of the impact that the single Bob Hope show has had on the sale of the 1958 Buick.

The display of the new Buick line on that show brought a flow of orders that amazed the dealers.

So you can expect Buick to feed the tv kitty in even larger measure than it already had planned.

(Note: McCann-Erickson, custodian of the Buick account, last week moved to assuage wrath of the ANPA over the auto maker's budgetary enthusiasm for tv by agreeing to entertain the newspaper association's latest presentation on automotives.)

Look for Pillsbury to follow the Lestoil pattern in introducing a new product.

The test-with heaps of daytime minutes in tv-will take place in L.A.

The project is so important that Burnett's media manager, Tom Wright, has been delegated to the West Coast for the buying.

.

It's pretty early to spot the actual trend, but it would seem from scattered figures that the amount of nighttime tv sets-in-use in October is running ahead of last year.

As an example, here are some comparisons for the first week of October as disclosed by Trendex:

| FIRST OCT. WEDNESDAY     | SETS-IN-USE 7:30-11 P.M       |
|--------------------------|-------------------------------|
| 1958                     | 54.0                          |
| 1957                     | 53.2                          |
| FIRST OCT, THURSDAY      | SETS-IN-USE 7:30-11 P.M       |
| 1958                     | 50.5                          |
| 1957                     | 45.1                          |
| FIRST OCT. THURSDAY 1958 | SETS-IN-USE 7:30-11 F<br>50.5 |

Two trends have made themselves clear in the buying of spot tv this fall both in New York and Chicago:

- Less demand for marginal time specially late at night with an increasing preference for daytime minutes and high-rated prime-time adjacencies (quite frequently regardless of the cost-per-thousand).
- 2) Acceptance of the concept that by buying the 25-30 top markets it's possible to reach repeatedly 70-75% of all the effective purchasing power in the country. This may account for spot tv's amazing dominance as the prime medium in metropolitan markets this fall—a significance that's causing bitter consternation among newspapers.

Leo Burnett, for instance, has made no bones about the fact that Bauer & Black's current flier in saturation (20 one-minutes and 20 I.D.'s weekly on a rotating basis) is linked to the limited-concentration philosophy.

It figures that with 18 top markets B&B will be able to reach 60% of all potential sales, whereas if it bought network it would have to go into 112 markets and sacrifice the benefits of saturation.

Ted Bergmann, president of the Parkson agency, which handles the Pharmaceuticals account, hailed tv last week before the National Association of Retail Druggists as even more effective in some ways than in-person selling.

What makes to better is "the carefully created commercial, professionally communicated with a minimum of distraction and a maximum of attraction."

Among Bergmann's other points in his talk:

- . Ty has become the main arena for marketing battles in almost all product fields.
- Drug and toiletries manufacturers are spending 63% of their ad money in tv.
- · Pharmaceuticals, Inc., itself has been spending 90% of its ad budget in tv.
- Pharmaceutical's outlay for tv in 1957 exceeded the company's total sales for 1953, just four years earlier.
- Tv achieved for Devarex, a new Pharmaceuticals product, in a few weeks what drug experts say it would have taken 10 years in the pre-tv era.
- Tv has proved its ability to change our way of life, raise our standards of living, and support our economic structure.

Pharmaceuticals, Inc., after a period of experiment, has decided to make spot a keystone in its advertising future.

It has found that the technique of filling in certain markets with 13-week spot schedules—especially radio—can be quite a profitable operation.

The company, as a result of drugstore audits, following the use of spot schedules, also learned there's nothing so effective as spot for feeling the way around with a new product.

Sano (U. S. Tobacco) soon will start testing tv in eight top markets. Eventually over 100 markets will be scheduled on a flight basis. The agency: C. J. LaRoche.

Objective: 150 rating points per week.

A number of radio stations this week faced the problem of going on record as willing to accept business from auto dealer groups at local rates.

What set up the problem was a letter from K&E asking whether (1) Lincoln-Mercury deleters were eligible for the local rate, and (2) the stations would pay the agency commissions on schedules placed in that price.

K&E explained to SPONSOR-SCOPE that the query involved only two out of the 23 district dealer groups serviced by the agency. One was in the Southwest and the other in the Pittsburgh area.

Seems that the chairmen of the two groups had learned that Ford dealers via JWT were getting the local rate.

Tv stations may find that they have been worrying unnecessarily about losing business as a result of the bandwagon rush this season among national advertisers to minute spots.

SPONSOR-SCOPE this week checked Madison Avenue agencies on the possible consequences of the acute shortage of minutes, and this is what media buyers say:

If we can't buy minutes, we'll recommend to our clients that they buy 20-second announcements; the overwhelming chances are they'll go along with us.

Note: Because of the preference for minutes over 20-second spots, some stations in the Midwest are talking about making the rate for minutes higher than for 20-second announcements. Generally speaking, the rate is the same.

TvB plans to open an office in Chicago after the first of the year to service the Midwest area.

That makes three offices all told, the others being in New York and Los Augeles.



Timebuyers are getting considerably fewer chances for wheeling and dealing on the buying line this season.

In other words, stations are disposed to stick more rigidly to the ratecard. Here are some of the reasons why:

- The larger and more farsighted reps have been hitting hard at the theme that a pliable ratecard can only lead to a deterioration of the buyer's faith in the station's reliability.
- Ratecards contain a greater variety of packages—allowing buyers to fit at list prices a
  package to the client's needs.
- The big spot spenders have been openly frowning on the free-and-easy, cutrate policies on the part of stations—something usually discovered only after orders have been placed.
- A flexible ratecard makes it easier for the station to approximate a sell-out status
  and thus not get panicky. In actuality, the ideal ratecard allows for three categories: (1)
  premium rates, (2) general rates, and (3) economy rates (such as covering schedules
  that can be pre-empted).

Y&R this week circulated among its own brass a memo purporting to show that it still is the No. 1 tv agency in terms of gross network time billings.

Citing PIB as the source, the memo listed these as the top network tv agencies for the first six months of 1958:

| TOTAL OF T |                          |                           |
|------------|--------------------------|---------------------------|
| RANK       | AGENCY                   | GROSS TV NETWORK BILLINGS |
| 1          | Young & Rubicam          | \$26,173,718              |
| 2          | J. Walter Thompson       | 24,941,733                |
| 3          | Ted Bates                | 23,060,452                |
| 4          | Benton & Bowles          | 18,053,440                |
| 5          | BBDO                     | 17,864,413                |
| 6          | Dancer-Fitzgerald-Sample | 14,739,682                |
| 7          | Leo Burnett              | 14,464,297                |
| 8          | McCann-Erickson          | 13,872,209                |
| 9          | William Esty             | 7,761,351                 |
| 10         | Compton                  | 7.574.430                 |

P.S.: JWT anticipates it will bill \$115 million in tv this year, covering network time and programing and spot plus commercials.



The tv networks seem to be regaining more and more sales control over their sponsored programing: 73% of the shows in prime time this season either are produced by the networks themselves or in association with freelance producers.

Here's a breakdown of nighttime commercial programs in terms of network-produced shows, shows produced and sold in association with the network, and shows brought in directly by advertising agencies:

|         | NETWORK- |                | DELIVERED   |       |  |
|---------|----------|----------------|-------------|-------|--|
| NETWORK | PRODUCED | IN ASSOCIATION | BY AGENCIES | TOTAL |  |
| ABC TV  | 4        | 18             | 7           | 29    |  |
| CBS TV  | 14       | 6              | 19          | 39    |  |
| NBC TV  | 6        | 18             | 12          | 36    |  |
| TOTAL   | 24       | 42             | 38          | 104   |  |

Source of classification: The individual networks.

N. W. Ayer's market planning analysts think that the trend toward decentralized media buying sometimes can turn out sour for the advertiser's long-range objectives.

Reason: The tendency of district sales manager is to reach for short-term effects and go in heavily for promotion gimmicks; this may fail to fit in with the over-all job of product and services which the company has marked out for itself.

(See page 35 for an inside story of how N. W. Ayer is girding for the air media and marketing age.)

ABC TV got to the post first this week in the annual early-fall race for ratings with a comparison for the first five days of October.

Key point in the communique: ABC TV showed a gain of 40% over a year ago, whereas the other two networks, according to Trendex, were off a bit.

In terms of average ratings for the stretch between 7:30 and 10:30 pm., the score stood at:

| NETWORK | 1958 | 1957 | % CHANG |
|---------|------|------|---------|
| ABC TV  | 27.2 | 19.4 | +40%    |
| CBS TV  | 34.6 | 35,8 | - 3     |
| NBC TV  | 31.1 | 35.7 | -13     |

Network tv hasn't lost its lure for the sponsor with his own show: Relatively the are as many single-sponsor programs on the tv networks in prime time this fall as a year ago. Thus:

Of 112 commercials programs last fall in nighttime periods, 58 were sponsored by single advertisers; this year the figure is 56 single-sponsored shows out of a total of 104.

True, the trend toward alternate and participating sponsorship continues upward. Moreover, the great majority of sponsors who have their own shows also hold investments in alternate and participating programs.

Lever Bros, this week returned to CBS Radio as a buyer of 22 daytime units a week (about \$15,000 gross) in behalf of Good Luck Margarine (Ogilvy).

NBC Radio's business of the week included Ford Trucks (JWT) and America Tyrex (an association of nylon cord makers for tires) via McCann-Erickson.

International replays of NBC TV network programs will entitle AFTRA members to additional payments via an agreement reached this week.

Programs included in the pact are the Perry Como Show, Dinah Shore Show, the Steve Allen Show, and the GM 50th Anniversary special.

R. J. Reynolds and Carnation Milk are the latest converts to diversification into the drug field (which investing experts rate as close to chemicals and electronics among

growth industries).

Carnation says that it decided to swing into pharmaceuticals as a result of some market testing it had done with a powdered milk base.

Reynolds' decision to buy Warner-Hudnut may, in part, have been actuated by a desire to move its big capital resources into a second industry and thus have a hedge against any future uncertainties.

Station operators who may be wondering why local business is running behind the upsurge in national spot can ponder this reason marketing men gave SPONSOR-SCOPE this week:

- Retailers continue to act on advertising in terms of what they sold yesterday as compared to a month or a year ago, whereas the national advertiser usually anticipates sales three months to a year ahead.
  - · Because of this the local retailer is a poor barometer of the outlook.

Marketing specialists also point out that the retailer's preoccupation with these comparisons obscures his thinking of advertising in terms of investment promotion.

For other new coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 64; News and Idea Wrap-Up, page 78; Washington Week, page 75; sponsor Hears, page 76; Tv and Radio Newsmakers, page 90; and Film-Scope, page 73.



EDWARD PETRY & CO., National Representatives

For two in love, particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . KPRC-TV, the starlit station that lights the way, forever.







FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER

NOW IN PRODUCTION 2nd GREAT



Pulse- JULY 1958 19.2 Multi-market weighted ave.

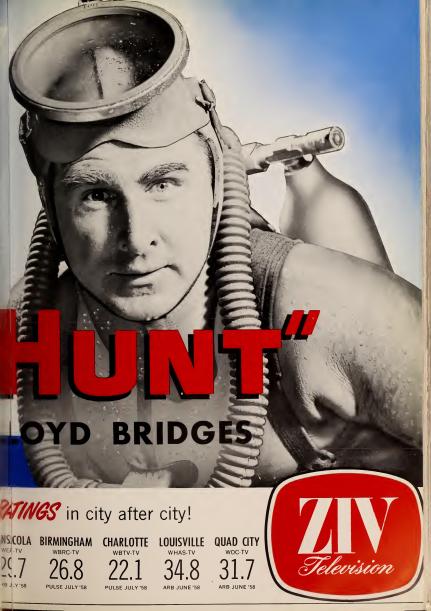


Fabulous in 7-Station New York

WINNING #2 POSITION AMONG ALL SHOWS, ALL STATIONS, ALL WEEK! #1 SYNDICATED SHOW IN NEW YORK for 8 consecutive months! Look at these SENSATION

BALTIMORE

MAMI





E; is an Egghead On an intellectual plane.

The programs he likes

Of course, not all serious-minded people are *eggheads*. Most of them are simply looking for good, thought-provoking radio entertainment.

For more than 36 years KHJ has programmed with these "near-eggheads" in mind (as well as all the other types which make up the Los Angeles population) because we believe they comprise a much larger audience segment than most stations nowadays seem to realize.

Without becoming stuffy, KHJ's FOREGROUND SOUND offers them the kind of stimulating radio fare that will hold their attention throughout the program (including the commercial). To completely penetrate any market, you must first penetrate the individual minds within it.

Never underestimate the variety of tastes that make up the Greater Los Angeles area. Here is a medium programmed to satisfy them all.





## Timebuyers at work

Ray Sidor, Al Paul Lefton Co., New York, feels that when buying schedules for a product with limited or selective appeal, it is often wise to test stations for your specific audience. "In many cases," Ray says, "the buyer has no valid information about the character of a station's audience other than what may be inferred from the

station's programing. This can be misleading." Ray reports that Al Paul Lefton over the past few years has tested stations for a gourmet-type food by offering a free recipe book demonstrating the product's uses, and the results show the need for testing each market rather than making a general study. "In some markets, fm stations featuring good music outdrew the most popular am stations by a wide margin," Ray says. "In



other markets, am stations were our best buy, based on both total returns and cost-per-return. Our best efforts of the last few years have given us a good idea of which stations reach our particular audience. But since stations are constantly changing programing policies, we will continue to test rather than rely on past experience."

Evelyn R. Vanderploeg, director of radio/tv media, Arthur Meyerhoff & Co., Chicago, comments that "everyone agrees the biggest time-consumer and headache-provoker for both salesmen and buvers is the voluminous paper work involved. Because of this, the upcoming personnel of both agencies and rep firms have little time to



and rep firms have little time to really learn the business. From this has arisen the 'buy the numbers' theory." Evelyn notes that the bigger companies have already instituted automation of a sort in an effort to ease the burden. In 10 year's time, she says, it will probably be old hat to have all-encompassing automative-processed availabilities presented on identical forms by all the station representatives, both quantitative and qualitative data. "Then the buy-

er," Evelyn thinks, "will be known as an analyst, injecting into the final decisions the intangibles of station acceptance, credibility and integrity, together with sponsor's needs and specifications. By that time, too, rate cards will probably be standardized and accounting procedures handled by a central billing system by the representatives."

### "What do you think of when I say 'Iowa'?"



The questioner, a beardless non-Freudian with hair crewed, and a vest, looked down expectantly.

Scene: Sub-basement of the Sherry-Netherlands. A depth interview progresses, Shall we keep evesdropping? Let's. We didn't buy this two-color page to have you stop now.

The respondent's answer came through a canape. (Courtesy of WMT-TV. We don't fool around. This is called free sampling.)

"Rich prairie state, 56,280 square miles; nicknamed Hawkeye State; flower, the wild rose; motto, Our liberties we prize and our rights we will maintain; admitted to the Union in 1846, 734,600 tv homes. 88.1% saturation."

"Please be a little less specific," cautioned the interviewer. "You'll make this look too easy."

"Sorry, old shoe. It just buzzed off the lip. Try me on another." "Eastern Iowa!"

"WMT-TV."

"Tsk tsk. Try and hold it down . . . Eastern Iowa!"

"Punctured clouds, towering antenna, good living. CBS eye, oats rolling, smoke stacking . . . "

"Splendid. Now we're not getting some place. Keep obfuscating."

"398,600 tv homes in WMT-TV coverage area." "No no NO! Vague it up."

"400,000 homes?"

"Better."

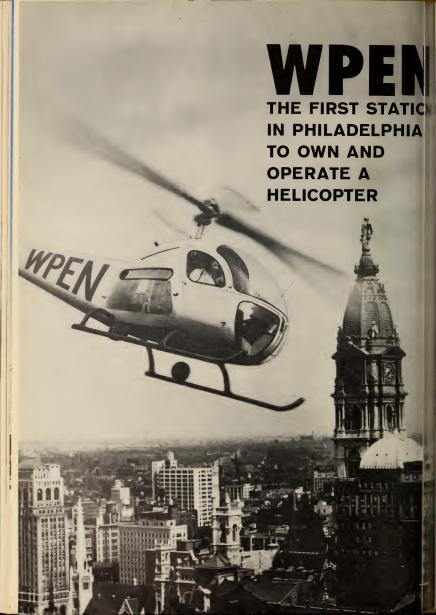
"More than half the tv homes in Iowa?"
"Splendid. Now who did you say you were?"

"I sell time for certain stations the Katz Agency represents."

Note the remarkable response to preselected Idwa"stfliwh, "As" 'An 'Riff to conceptualization of the impact achieved by previous promotional efforts, this is revealing. The technique, which appears to be simple, is. To minimize work-association coloration (and risk of unfavorable response) audience is chosen by controlled random method. Much calculation, summarization and haggling over details is eliminated by the number of respondents (one). The value of dividing by unity cannot be exaggerated. Standard deviation becomes a thing of the past; dichotomous conflict is almost never encountered if care is exercised in selecting only non-schizoid respondents.

Our boy goofed in one area, though. He neglected to punch out fact that Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest metropolitan areas, give Channel 2 (us) the nod too.





## WPEN

STRENGTHENS ITS SERVICE TO THE PHILADELPHIA COMMUNITY



Ready for daily, on-the-spot traffic reports and special events coverage, the WPEN helicopter is at the disposal of Philadelphia police for emergency purposes. Police Commissioner Thomas J. Gibbons here accepts use of the WPEN Helicopter from station officials.

### Here's how the City of Philadelphia benefits from the WPEN Helicopter



WPEN's Helicopter is serving social, religious, civic, fraternal and school groups all over Philadelphia at special events and outdoor activities. During its first month, WPEN's Helicopter entertained some 65,000 Philadelphia families at community functions.



The 'copter is being used freely for on-the-scene reporting and as an aid to the Fire Department for multiple alarm fires.





Represented nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit



| STATION                               | Weekly Daytime               | Weekly Nighttime<br>176,950   | TOTAL BONUS       |
|---------------------------------------|------------------------------|-------------------------------|-------------------|
| WKRG-TV<br>Station "A"<br>Station "B" | 157,730<br>130,390<br>84,610 | 146,500<br>146,500<br>104,050 | 57,790<br>146,020 |
|                                       | Daily Daytime                | Daily Nighttime               | TOTAL BONUS       |
| WKRG-TV<br>Station "A"<br>Station "B" | 109,600<br>93,060<br>48,670  | 139,860<br>113,230<br>61,220  | 43,170<br>139,570 |

For availabilities, call your Avery-Knodel man,



MOBILE, ALABAMA

Reps. Avery-Knodel



## 49th and Madis

#### Negro issue quote

I am in the process right now of read ing your special appeal in the Negro Radio in your 1958 Fall Facts Basics

I would like to have permission to reprint and quote from this, as I thinl it is very excellent.

> Norwood J. Patterson executive director KSAN, San Francisco

KSAN, San Francisco
Permission granted, of course, with the usus redit to SPONSOR.

### Inquiries from low budget advertisers

Thank you very much for the excellen article on "MAOLA" in your Septem ber 13th issue.

In the short interim since the iter ran, we have had quite a few letter of inquiry from advertisers with bud gets in a similar area, indicating tha the article has been of interest to man advertisers on this level.

Phil Davis Phil Davis Musical Ent., Inc.

New York

#### Private brands

The August 30 issue of SPONSOR cal ried an excellent article entitled "Pr vate Brand Wars Spur Spot."

We would like very much to obtain thirty (30) reprints of this article sponson Magazine continues to be to our way of thinking, one of the finest trade magazines in the busines and we look forward to receiving it.

John M. Forney Robert Luckie & Co., Inc Birmingham

### Tribute to Syd Roslow

I should like to take this opportunit of congratulating sponsor on its ver excellent feature article in the Septem ber 20th issue on "The Pulse, Inc. and more particularly, of the wonder ful analysis of what makes Syd Ros low tick.

As someone said years ago, "An or ganization is only the lengthened shad ow of the man who runs it," and nothing is truer than this statemen as to Syd.

Surely Syd and his charming wife (Please turn to page 32)



What is the Most Sensational Development in the Nation's Economic Picture since January, 1958?

Answer:

The Phenomenal Rise in the Farm Market Income. The highest since 1953.

### Here are the facts:

1957—Net Farm Income 11.5 Billion Dollars. The first quarter 1958 the net farm income has risen to the rate of 13 Billion Dollars per Annum. The second quarter 1958 has risen to 13.8 Billion Dollars per Annum. The Gross income for the first quarter of 1958 was at the annual rate of 36.5 Billion Dollars, and for the second quarter 38.3 Billion. This compares with the realized gross income of 11 Billion Dollars in 1940.

The Farm Market Division of the Keystone Broadcasting System, Inc. dominates the Nation's Farm Markets, serving 86% or 4,113,753 farms on the local level. 817 of Keystone's 1,041 affiliates broadcast one or more farm programs daily, especially directed to the local farmer's interests.

Fill in this coupon for a copy of Keystone's up-to-date analysis of this all important Market showing the actual number of farms in the Nielsen Coverage area of each of these 817 Keystone affiliates.



| Keystone Broadcast |                         | A.A9         |
|--------------------|-------------------------|--------------|
| -                  | of up-to-date Farm Mark | et Analysis. |
| Name               |                         |              |
| Address            |                         |              |
|                    | State                   | Zone         |

A NEW FORCE

# **ENTERS SOUTHEASTERN TV...**

# WTVJ BUYS WLOS-TV

WTVJ-Miami, for 10 years decisively first in South Florida, proudly announces the purchase of WLOS-TV, Asheville-Greenville-Spartanburg.

The same skilled, aggressive, and experienced management developed at WTVJ will now add new dimensions of greatness to a station already offering formidable advantages:

- A giant market of 62 counties in 6 states with 425.360 TV homes.
- TREMENDOUS COVERAGE PROVIDED BY THE SOUTH'S HIGHEST TOWER, 6089 FEET ABOVE SEA LEVEL.
- The only unduplicated network coverage of Asheville-Greenville-Spartanburg... making WLOS-TV the market's only single-station buy.

(Data from NCS #3)

Ask our station representatives for the exciting story

of the new WLOS-TV and its vast market today!

# WLOS-TV

UNDUPLICATED ABC FOR ASHEVILLE • GREENVILLE • SPARTANBURG

Represented by Venard, Rintoul & McConnell, Inc. Southeastern Representative: James S. Ayers Co.



### 49TH & MADISON

(Cont'd from page 28)

Irma, should be an inspiration and a wonderful example of the opportunities that still exist in this country of ours for those who have sincerity and a fixed purpose.

Again, congratulations on an excellent piece of work and a very fine analysis of a very fine gentleman.

of a very fine gentleman.
C. Fredric Rabell. mgr. dir.
KITT, San Diego

### Hats off

My hat's off to the anonymous author of "... Nobody Gets The Business" in the August 16th issue of SPONSOR.

It should be required reading for everyone who buys or sells radio.

Charles A. Sprague, gen, mgr. WMAX Radio Grand Rapids, Mich,



### Fall Facts omission

Congratulations on a fine job done on the Fall Facts Issue. However, one glaring omission was made on our list of represented stations. WMTW-TV, the Mt. Washington station covering the large Tri State Area of Maine. New Hampshire and Vermont is inadvertently missing.

Howard S. Shepard research manager

Harrington, Righter, & Parsons, Inc. New York

 SPONSOR apologizes for the inadvertent omission, is glad to put it into the record that the HR&P test includes Station WMTW-TV.

### Better selling

The treatment of our "Sales Basics" in sponsor was superb. From the extensive reaction I have received, there is no question regarding the impact of sponsor. Your circulation is readership.

I know that your exposure of these sales ideas are a contribution to the broadcasting industry in encouraging better selling.

Robert E. Eastman Robert E. Eastman & Co.

Robert E. Eastman & Co., Inc. New York

When you order reprints of the Bob Eastman story which starts on Page 36 of sponsor for September 13, will you kindly include 20 for WWJ and WWI-TV?

This is one of the best articles on the subject I have seen in my 30 years of selling.

Edwin K. Wheeler, gen. mgr. WWJ, WWJ-TV, Detroit

# STARDUST

is NBC Radio's brilliant new programming concept that makes big-name talent available to even the most budget-minded advertiser. Liberally sprinkled throughout NBC Radio's weekly broadcasting schedule is a sparkling series of five-minute vignettes... fresh, timely entertainment, especially created for these

# STARDUST

segments, and starring such show business greats as Bob Hope, Marlene Dietrich, Dave Garroway, George Gobel, altogether, two dozen of Hollywood and Broadway's brightest names. In most cases, arrangements can be made to add your star's personal touch to your commercials. No wonder, then, that

# STARDUST

provides the maximum of prestige, glamour, and merchandising impact at a sensible low cost that makes network radio today's most efficient media buy

NBC RADIO

Your Salesman for More Than 700,000

CALLS ON SIGHT IN THE SOUTHEAST'S BIGGEST, RICH MARKET



# TELEVISION WINSTON-SALEM

Put your salesman where he can make the most calls at less cost. Buy WSJS-television's 713,062 TV sets in 75 Piedmont Counties in North Carolina and Virginia.



Winston-Salem
Greensboro
High Point

Call Headley-Reed

# what tv and radio have done to N. W. Ayer



Warner Shelley, pres. of N. W. Ayer & Son, Philadelphia

hey were ripping up the innards of the 14-story N. W. Ayer eadquarters building in Philadelphia last week.

Outwardly all was the same. The solemn grey structure of ndiana limestone, considered the last word in "art moderne" when it opened in 1929, still frowned down on Washington square and Independence Hall like a ponderously patient grandather. The massive bronze entrance doors still bespoke elowently the solid success of those who, according to Ayer's own notto, "Keep everlastingly at it."

But inside, energetic chaos prevailed. The lofty lobby (guarnteed to impress the last, most lucrative tycoon) was littered vith tarpaulins and platforms and men carrying lumber. To the sft, the famed Ayer Gallery was stripped of its distinguished aintings and piled with scaffolding and pipes. Upstairs, on a second floor, the Ayer Auditorium, scene of dozens of major leetings and client presentations, was being cut up and conerted to a small tv theatre, a projection room, a cutting room, and film bureau offices amid a clatter of hammers and a squeak f wrenches.

Higher up, two full floors of copywriters (print, tv and radio, ow unified in a single department) were settling into newlynished quarters as air conditioning technicians fiddled with realcitrant conduits. On the media floor, Ayer's corps of spaceuyers-and timebuyers were negotiating with representatives in
pecially-designed new offices while painters and plasters put
nishing touches on walls and woodwork.

Even the cathedral hush of the thickly carpeted 12th (top brass aly) floor was broken as carpenters and electricians ripped open

# N.W. AYER STORY

Since 1953, America's oldest agency has more than doubled in billings. Now near \$150 million mark with sharp increase in air media, Ayer's 1958 totals will show 40% in radio and ty

Page 36

In 1957 Ayer handled tv campaigns for 34 clients and radio campaigns for 29. This year's score is 46 in tv and 60 in radio. So far, in 1958 Ayer has prepared more than 116,000 ft. of tv commercials

Page 37

To handle new air-age problems Ayer has completely realigned its media. copy, art, and radio-tv departments with all its time buying and creative work co-ordinated with marketing

Page 39



Ayer president Shelley discusses an account problem with Robert F. Kurtz, v.p. in charge of Philadelphia headquarters. Background photos are of chief executives of N. W. Ayer clients, an exhibit which covers an entire wall on the service department floor of Ayer's headquarters buildin

the walls of the executive conference room to install new projection and viewing equipment for slides, tapes, films, even 35 mm.

Only in the printing department (for years Ayer has maintained complete typesetting and printing facilities on its own premises) did the orderly pace of work proceed in the old, old way. Only in the printing department could you catch a glimpse of "advertising-as-it-used-to-be."

Elsewhere, however, the 90-year-old (in April 1959) firm of N. W. Ayer & Son, Inc., was undergoing profound and significant changes. And behind the outward, visible signs lay some solid and impressive facts:

Since 1953, this grizzled veteran
of a hundred advertising wars has
more than doubled its billing. Ayer
does not publish (and never has) its
own billing figures. But Ayer executives nodded pleasantly when spoxsor
mentioned \$100 million, and you can
be sure the total is well above that
figure.

. During the same period, the

Philadelphia agency—long famous for its handling of print advertising—has sharply increased its use of air media. This year, approximately 40% of its total business will be in tv and radio.

 More Ayer accounts are using broadcast advertising. In 1957, Ayer handled tv campaigns for 34 clients, and radio for 29. This year the figures have jumped to 46 for tv, and 60 for radio.

 The preparation of air media commercials has become a major part of the agency's creative work. During the first seven months of 1958, for instance, Ayer produced 116,000 feet of two commercials on film.

Most significant of all, Ayer management, with nearly a century of successful operating experience to draw on, is again replanning and reorganizing the agency's activities for the rew "Third Great Age" of air media advertising which seems to lie ahead.

To get a special insight into this planning, and for detailed knowledge of the personality, structure, and strategy of the modern N. W. Aver, sponson last week held a five-hour, unit terrupted conference with Warne Shelley, Ayer president, James M. Wa lace, executive v.p., and other to ranking Ayer executives. It was, as cording to Ayer officials, the moe thorough and comprehensive meetin ever held with a trade publication, an was supplemented by memoranda, at ditional talks with Ayer departmet heads, and a study of Ayer's documents (among them the official histor by Ralph M. Hower of the Harvar Business School.)

Out of this, a fascinating picture has emerged—not merely the picture of how America's oldest agency is girdin itself for tomorrow; but a complet panoramic portrait (past, present, an future) of the swirling changes an evolutions of the entire advertisin agency business.

## I. The 1958 Ayer Personality

N. W. Ayer, of course, has seen all. It was preparing and placing at vertising before tv and radio an photo-lithography and motivation

# N. W. AYER'S 1958 AND 1910 TELEPHONE ADVERTISING



1958: Above is frame from one of N. W. Ayer's 1958 tv commercials for American Telephone and Telegraph Co. which was carried on Bell Science shows, developed by Ayer after more than a year of testing and consultation with famous scientists and producers

1910: A print ad, at right, prepared for a member company of the Bell System. Ayer with an unbroken tradition, covering nearly 90 years of advertising agency work, can point to some clients, such as Steinway Pianos, for whom it has worked continuously for more than 50 years. Since 1869, N. W. Ayer & Son has handled nearly evert type of advertising account, except liquor which it still refuses



## The Telephone as an Employe

THE well-managed modern business house, or mill, or factory, has no dead expense.

Each employe, each tool, each machine, must contribute in proper proportion to the success and the profits of the enterprise as a whole.

The progressive manager has more than a TELEPHONE—he has a TELEPHONE SYSTEM and a definite TELEPHONE POLLCY.

He realizes that the salary of an office boy or clerk will pay for a private branch exchanges and that the salary and expense of one transge and the salary and expense of one transge and the salary and expense of one transge alleman will more than equal the cost of the most liberal use of local and long distance service.

He puts the telephone on his pay roll and makes it his most effective and profitable employe.



A weekly telephone talk with the live man at headquarters will add 25 per cent to the value of any traveling salesman. Ferriess assist inferriess assist inferriess assist inferriess. The Central District and Printing Telegraph Company
BELL SYSTEM
BELL SYSTEM

research were even dreamed of. It antedates the airplane, the automobile, the telephone, the typewriter, and most of its clients, companies, and products. It was doing business (and very well, too, thank you) before the 15% commission, the five-day-week, and the Christmas office party had become standard advertising operating practices. Forty-four years ago it was plugging Camels "a delightful cigarette-only 10c for 20"; 51 years ago it was advertising Cadillac's "speed range 4 to 30 miles-price \$850"; 70 years ago it was promoting "Good Sense Corsets"; and 80 years ago its dazzling headline "A skin of beauty is a joy forever" keynoted a campaign for Dr. Gouraud's Oriental Cream or Magical Beautifier. Ayer has been around

But what cannot fail to impress any knowledgable advertising man who visits Philadelphia these days is the realization that, as the business has changed, so too has the personality, the "corporate image" of N. W. Ayer and Son, Inc. Warner Shelley, 56-year old Ayer president, is a lean, suntanned, affable raan whose talk is larded with practical down-to-earth observations about his clients' sales and marketing problems. He's a far cry from the austere, remote, Main Line, Rittenhouse Square, artloving Quaker-oriented figure which provincial Madison Ave. over the years imagined as the "Ayer personality."

"Hell." said Shelley, discussing the De Beer's account, "before we took over, those Africans were up to their hips in diamonds."

James M. Wallace, Ayer's executive vice president and chairman of its allimportant Creative Committee (described later), is a brisk, keen-eyed marketing strategist who obviously views every advertising problem in terms of its marketing implications.

He grinned when SPONSOR reminded him about Ayer's reputation for fancy art and pretty pictures in print advertising. "If you mean those photographs for Steinway and the French line series and the modern paintings in the De Beers campaign, we'll admit 'em and we're proud of them. They've worked.

"But before you begin typing N. W. Ayer as an art or literary agency you might consider these facts. During the past five years, we've intensified our work in the retail field. We've deliberately sought accounts in the food and drug business that would give us this retail background. Right now we're handling People's Drug, and Penn Foods, and we've been hiring more copywriters with retail experience than ever before in Aver history."

### II. Ayer's Attitude Toward the Air Media

This shift in emphasis, from pure advertising to broader, more practical marketing considerations, is of course typical of much high-level agency thinking today. But in Ayer's case it is backed by years of solid experience and a thorough awareness of the evoluting nature of the agency business.

Here's what Shelley says of Ayer's 1958 attitude toward tv and radio: "We look on broadcasting as a tool of



Early this year, Ayer combined its writers and artists for all media in a single creative staff. All phases of a client's campaign are handled by the creative men assigned to it. Here Art Director Kubly develops a tv story board for Corning Ware. A four-color magazine ad for Corning, which Kubly also handled, shows up in background

James M. Wallare (left) Ayer's executive vice president, talks over sales strategy for Hills Broc. Coffee, with Hans L. Carstensen, vice president in charge of Ayer's Plans Department, Wallace heads up Ayer's "Creative Committee" which passes on all plans, proposals and client recommendations. Wallace has been associated with the firm since 1926



Among Ayer's most important tv activities are its tv weather shows for the Atlantic Refining Company which run on a year-round, five times a week basis in 35 eastern cities. Here, tv announcers who handle the Atlantic Weathercasts gather at one of the Atlantic Company's refining plants for an indoctrination and briefing session



marketing, useful in helping to make money for our clients.

"We regard it as an advertising medium, rather than as a form of entertainment

"We never forget that the advertiser is not in the entertainment business but is in his oun business, trying to make a fair profit by selling his goods and services."

For the full implications of these staneones, and to realize how much of a change Shelley's attitude represents, it's necessary to go back a little into Ayer history. N. W. Ayer, like the entire advertising agency business, has been through two distinct phases or "ages" of air media advertising, and Ayer is now embarking vigorously on a third.

The first of these phases (the division is SPONSON's, not Ayer's) might be called the "Radio Program Concentration" phase and lasted from the early 1920's up through World War II. The second, the "Tv Program Concentration" phase extended from roughly 1945 through 1957. And the third the "Marketing with Air Media" age is the present and future for which Ayer is now energetically organizing.

### III. Aver's Radio Background

Few advertising youngsters know it. but Ayer at one time held a commanding position in the radio field. Ayer in fact, claims to have arranged the first sponsored program ever handlee by an agency (for Shur-on Optica over KDKA, Pittsburgh, in 1922) as well as the first continuous sponsoree network broadcast (the Eveready Houfor National Carbon in February 1924).

By the late 1920's and early 1930's the Ayer radio department was probably the top operation in the agence business. Its spot radio timebuyers were considered among the country's best and it could claim such leading shows as Bob Hope, Jack Benny, En Crime Club and Great Jury Trial among its productions.

In those days, agencies went in heavily for the complete writing and direction of radio programs. The old Ayer offices at 500 Fifth Avenue in New York had a "whole floor-full o producers and scriptwriters," say Shelley. Ayer's radio operations wer under the supervision of two men who later made their marks in network production—the late Doug Coulter, and

Harry Ommerle now v.p. for programing at CBS TV.

But this period of "Radio Program Concentration" and heavy involvement in actual show business operations was a passing phase for Ayer, as it was for many agencies. By the time World War II came along, Ayer had pulled back, was largely out of programing and had relatively little radio business.

### IV. The "Tv Concentration" Period

With Ayer, as with most other agencies, the second air media phase that of "Tv Program Concentration" was a repetition of the old radio experience compressed into a much shorter period of time.

Back in 1940, Ayer arranged the first sponsored telecasts—the Penn football games for Philco and Atlantic Refining over experimental station W3XE (now WRCV-TV).

Following a wartime interruption in tv experiments, Ayer came back strong into the tv field and claims the first live tv "whodumit" (Barney Blake, Police Reporter) in 1943; the first film show ever specially built for a sponsor, Your Show Time, in 1949, and the first big and highly successful day-time tv program, the Sealtest Big Top in 1951

Ayer also arranged one of the most outstanding tv spectaculars of all time, Light's Diamond Jubilee, produced by David O. Selznick in 1954, and carried over all four of the then existing networks to an estimated 70,000,000 viewers.

But gradually, as tv evolved, the writing, direction, and production of tv programs passed largely out of agency hands. Even more important, agencies. like Ayer, began to realize that their main concern was, or should be, with selling their clients' goods and not with dabbling in the entertainment business. Both developments hastened the end of the "Tv Program Concentration" phase and opened up the new era of "Marketing with Air media" in which Ayer is now involved.

### V. How Ayer Organized For Marketing

The most dramatic evidence of the change in Ayer's approach to radio and tv has come in recent months. In January, Ayer moved its timebuyers from New York to Philadelphia, and (Please turn to page 66)

# AYER'S 70 BROADCAST CLIENTS AND WHAT THEY USE: 1958

| umerican Telephone and Telegraph Company Long Lines X tumour and Co. The Company Long Lines X tumour and Co. The Company Long Lines X tumour Long-tendend Plant Company Long Lines X tumour—San Francisco X tumour—San Francisco X tumour—San Francisco X tutantic Reining Co. X tutantic City Plymouth Dealers Association X tutantic Polish Co.                                  | × × × × × × × × × × × × × × × × × × × |
|--|---------------------------------------|
| Armour and Co.  X Mirmour—San Francisco  Immour—Southeast  Ulantic City Plymouth Dealers Association  X Ell System  Bell Telephone of Canada  Berks City Plymouth Dealers Association  X Ell System  Sell Carpet Sweeper Co.  X Since Bell Co | >                                     |
| Armour—Independent Dealers Armour—Southeast Attantic City Plymouth Dealers Association Attantic Refining Co. Attantic City Refining Co. Attantic City Refining Co. Attantic City Refining Co. Attantic | >                                     |
| Armour—San Francisco Timour—Southeast Unionic City Plymouth Dealers Association X Unionic City Plymouth Dealers Association X Bell System Bell Telephone of Canada Berks City Plymouth Dealers Association Sissell Carpet Sweeper Co. X Blue Bell Co. X Sissell Carpet Sweeper Co. X Since Bell Co. X S | >                                     |
| Attainte Carly Plymouth Dealers Association  Launtic Reining Co.  X talantic Carlo Carlo Carlo Co.  X talantic Co. | >                                     |
| A Comment of the Comm | >                                     |
| K. C. Remedy Co.  Lell System Bell System Bell Telephone of Canada Bell System Sissell Carpet Sweeper Co.  Mue Bell Co.  Noh H. Breck Inc.  X With Bell Co.  X X With Breck Inc.  X X With Breck Inc.  X X With Breck Inc.  X X Annon Mills, Inc.  X X X X X X X X X X X X X X X X X X X  | >                                     |
| kell System  kell System  kell Telephone of Canada  kerks City Plymouth Dealers Association  sissell Carpet Sweeper Co.  kerks City Plymouth Dealers Association  kerks City Plymouth Co.  kerks City Plymouth Dealers Association  kerks City Plymouth Dealers Association  kerks City Plymouth Co.  kerks City Plymouth Dealers  kerks City Plymouth City City City Plymouth Dealers  kerks City Plymouth Placers  | >                                     |
| kell Telephone of Canada kerks City Plymouth Dealers Association sissell Carpet Sweeper Co. Mue Bell Co. Noh H. Breck Inc. Lutcher Polish Co. Noh H. Breck Inc. Noh H. Standard Noh H. Noh H |                                       |
| lerks City Plymouth Dealers Association  sissell Carpet Sweeper Co.  X blue Bell Co.  X control Co.  X blue Bell Co.  |                                       |
| sissell Carpet Sweeper Co.  X Miles Bell Co.  A Noh H. Breck Inc.  X Noh H. Standard Inc.  X Noh H. | )                                     |
| Must Bell Lo.  A Month II Breck Inc.  A Month | 2                                     |
| Jameber Polish Co.  Ammon Mills, Inc.  Jarrier Gorp.  Lesapeake & Potomac Telephone Co. of Baltimore  X.  Lesapeake & Potomac Telephone Co. of Virginia  X.  Lesapeake & Potomac Telephone Co. of Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co. of West Virginia  X.  Lesapeake & Potomac Telephone Co.  X.  Jallas Plymouth Dealers Association  X.  Zeabern Maine Plymouth Dealers Association  X.  Zeatern Maine Plymouth Dealers Association  X.  Zeatern Maine Plymouth Dealers Association  X.  Zeite City Plymouth Dealers Association  X.  Zeite City Plymouth Dealers Association  X.  Zeatern Dealer Seapeake Co.  X.  Jamilton Watch Co.  X.  X.  X.  X.  X.  X.  X.  X.  X.  | )                                     |
| Amon Mills, Inc.  Arrier Corp.  Arrier Corp.  Abesapeake & Potomac Telephone Co. of Virginia  X hesapeake & Potomac Telephone Co. of Virginia  X hesapeake & Potomac Telephone Co. of Washington  Abesapeake & Potomac Telephone Co. of Washington  X hesapeake & Potomac Telephone Co. of Washington  X hestnut Farms Dairies  X harrier Corp.  Abestnut Farms Dairies  X harrier Corp.  X acob E. Decker & Sons  X harrier Corp.  X harrier  | )                                     |
| Arrier Corp.  Aschesapeake & Potomac Telephone Co. of Baltimore  X hesapeake & Potomac Telephone Co. of Virginia  Aschesapeake & Potomac Telephone Co. of Virginia  X hesapeake & Potomac Telephone Co. of West Virginia  Abesapeake & Potomac Telephone Co. of West Virginia  Abesapeake & Potomac Telephone Co. of West Virginia  Aschesapeake & Potomac Telephone Co. of West Virginia  Aschesapeake & Potomac Telephone Co. of West Virginia  X herster—Mopar  Aschesapeake & Potomac Telephone Co. of West Virginia  X herster — Mopar  Aschesapeake & Potomac Telephone Co.  X ballas Plymouth Dealers Association  X castern Maine Plymouth Dealers Association  X castern Maine Plymouth Dealers Association  X castern Maine Plymouth Dealers Association  X crite City Plymouth Dealers Association  X crite City Plymouth Dealers  X creater Detroit Plymouth Dealers  P. H. Hanes Knitting Co.  X talmilton Waste Co.  X talmilton Waste Co.  X talmilton Waste Co.  X talmilton Dealers Association  X teleferson City Plymouth Dealers Association   | )                                     |
| hesapaeke 8 Potomac Telephone Co. of Baltimore X hesapaeke 8 Potomac Telephone Co. of Wriginia X hesapaeke 8 Potomac Telephone Co. of Washington X hesapaeke 8 Potomac Telephone Co. of Washington X hesapaeke 8 Potomac Telephone Co. of West Virginia X Nesteria Service Ser | )                                     |
| hesapeake & Potomac Telephone Co. of Virginia X hesapeake & Potomac Telephone Co. of Washington X hesapeake & Potomac Telephone Co. of West Virginia Diesember of the Compact of the Co | )                                     |
| hesapeake & Potomac Telephone Co. of Washington X- hesapeake & Potomac Telephone Co. of West Virginia X-hestnut Farms Dairies X-hestnut Farms Westnut Co. X-hestnut Farms Corp. X-hestnut Co. X-hestnut Farms Corp. X-hestnut Farm | )                                     |
| Abeaspeake & Potomac Telephone Co. of West Virginia Abeaspeake & Potomac Telephone Co. of West Virginia Abrister Corp. errounel hrysler Corp. errounel Arrysler Corp. errounel Street Corp. errounel Corp. & Xeaben H. Donnelley Corp. & Xeaben H. Corp. & Xeabe | ,                                     |
| Ansatur Farms Darries  Armysler—Mopa Jersonnel  Armysler—Mopa Jersonel  Armysler—Mopa Jersonel  Armysler—Association  Armysler—Associati | _ ′                                   |
| Livisher Corp.—Personnel Corning Class Works  Vallas Plymouth Dealers Association  X Reuben H. Donnelley Corp.  X Lacter Maine Plymouth Dealers Association  X Lastern Maine Plymouth Dealers Association  X Lastern Maine Plymouth Dealers Association  X Lastern Maine Plymouth Dealers Association  X Lacter Maine Plymouth Dealers Association  X Lacter Cleveland Plymouth Dealers  X Lacter Cleveland Plymouth Dealers  Y L. Hanes Knitting Co.  X Hamilton Watch Co.  X Hills Brox. Coffee Inc.  X Illinois Bell Telephone Co.  X Insurance Co. of North America  Kefferson City Plymouth Dealers Association  X Kanuse City Plymouth Dealers Association  X Kanuse Co.   |                                       |
| orning Class Works  Aballas Plymouth Dealers Association  X beather H. Donnelley Corp.  acob E. Decker & Sons  Z, I, Du Pont de Nemours & Co.  3, I, Du Pont de Nemours & Co.  3, I, Du Pont de Nemours & Co.  3, I, Du Pont de Nemours & Co.  4, I Carrier Maine Plymouth Dealers Association  3, I Cler Cheron  3, I Carrier Clavel And Plymouth Dealers  4, I Hanes Knitting Co.  5, I Hanes Routing Co.  5, I Hanes Routing Co.  5, I Hanes Routing Co.  5, Insurance Co. of North America  6, Insurance Co. of North America  6, Insurance Co. of North America  6, I Monson & Johnson  5, Johnson & Johnson  5, Johnson & Johnson  5, Johnson & Johnson  6, Johnson & Johnson & Main Main Main Main Main Main Main Main   | ,                                     |
| Allas Plymouth Dealers Association  X Reuben H. Donnelley Corp.  I acob E. Decker & Sons  Z. I. Du Pont de Nemours & Co.  Sastern Maine Plymouth Dealers Association  X Pire City Plymouth Dealers  Pire Hanes Knitting Co.  Y H. Hanes Knitting Co.  X Hamilton Watch Co.  X Hillis Bros. Coffee Inc.  X Illinois Bell Telephone Co.  X Insurance Co. of North America  Kefferson City Plymouth Dealers Association  X Kanus City Plymouth Dealers Co.   |                                       |
| Academ H. Donnelley Corp.  acob E. Decker & Sons  Z. I. Du Pont de Nemours & Co.  S. I. Du Pont de Nemours & Co.  S. I. Du Pont de Nemours & Co.  X. Decker Maine Plymouth Dealers Association  X. Decker Maine Management of Co.  X. Decker Management  | )                                     |
| lacob E. Decker & Sons . X  L. Du Pont de Nemours & Co. X  Zastern Maine Plymouth Dealers Association . X  Zirie City Plymouth Dealers Association . X  Zirie City Plymouth De | - >                                   |
| 2. I. Du Pont de Nemours & Co. 2   | . ?                                   |
| Lastern Manne (Pymouth Dealers Association  Xirie Ciry (Pymouth Dealers  Xirie Ciry (Pymouth Dealers  Xirie Circ (Pymouth Dealers Association  Xirie Circ (Pymouth Dealers Association)  Xirie (Pymouth Dealers Association)   |                                       |
| Zie Cinsylvamia Danking & Frust Co.  Zie City Plymouth Dealers Association  Xi. E. Telechron  Xi. E. Telechron  Xi. Creater Geveland Tymouth Dealers  Zie City Plymouth Dealers  Xi. Creater City Plymouth Dealers  Xi. Creater City Plymouth Dealers  Xi. Creater City Plymouth Co.  Xi. Creater City Plymouth Co.  Xi. Creater City Plymouth Dealers  Xi. Creater City Plymouth Co.  Xi. Creater City Plymouth Dealers Association  Xi. Creater City Plymouth  | ί,                                    |
| S. E. Telechron X Jordon Baking Co. Jordon Co.  | Ś                                     |
| Sordon Baking Co. Teater Cleveland Plymouth Dealers Forester Detroit Plymouth Dealers Forester Detroit Plymouth Dealers F. H. Hanes Knitting Co.  Islinois Bell Telephone Co.  X Illinois Bell Telephone Co.  X Insurance Co. of North America  X lefferson City Plymouth Dealers Association  X lohnson & Johnson  X Kanasa City Plymouth Dealers Asson.  Knouse Foods  Knouse Foods  X Knouse Foods  X X   | 5                                     |
| reater Cleveland Plymouth Dealers reater Detroit Plymouth Dealers P. H. Hanes Knitting Co.  **All Hames Knitting Co.  **Xillills Bros. Coffee Inc.  **Xillills Bros. Coffee Inc.  **Xinsurance Co. of North America  **Efferson City Plymouth Dealers Association  **Xinsurance America  **Indiana Plymouth Dealers Association  **Xinsurance Foods  **Xinsus City Plymouth Dealers Asson.  **Knouse Foods  **Knouse Foods  **Xinsus City Plymouth Dealers Assn.   | 2                                     |
| Treater Detroit Plymouth Dealers   X   | 2                                     |
| P. H. Hanes Knitting Co.  Atlantilon Watch Co.  Xillils Bros, Coffee Inc.  Xillils Bros, Coffee Inc.  Xinsurance Co. of North America  Xinsurance Co. of North America  Xinsurance Co. of North America  Xinsurance Co.  Xinsu | ,                                     |
| tamulton Watch Co. X Illinois Bots. Coffee Inc. X Illinois Bell Telephone Co. X Illinois Bell Telephone Co. X Illinois Bell Telephone Co. X Insurance Co. of North America X Idefferson City Plymouth Dealers Association X Idefferson City Plymouth Dealers Association X Idefferson City Plymouth Dealers Asson. X Idefferson Company Compan | ,                                     |
| Illinois Bell Telephone Co.  X Insurance Co. of North America  K lefferson City Plymouth Dealers Association  X Howard D. Johnson  X Kansas City Plymouth Dealers Assn.  Knouse Foods  Knouse Foods  X Kansas City Plymouth Cealers Assn.  X Kansas City Plymouth Cealers Assn.  X Kansas City Plymouth Cealers Assn.  X X X X X X X X X X X X X X X X X X X   | - 5                                   |
| Insurance Co. of North America lefferson City Plymouth Dealers Association X toward D. Johnson X X Kansas City Plymouth Dealers Assn. Knouse Foods Witchigan Bell Telephone Co.  | - 1                                   |
| Efferson City Plymouth Dealers Association   |                                       |
| Howard D. Johnson X Johnson Bohnson S. Johnson S. Johnson S. Johnson S. Johnson X. Kansas City Plymouth Dealers Assn.  Knouse Foods X X Michigan Bell Telephone Co. X  | - 3                                   |
| Johnson & Johnson X Kansas City Plymouth Dealers Assn  Kinouse Foods  Michigan Bell Telephone Co. X  | - 3                                   |
| Kansas City Flymouth Dealers Assn.  Knouse Foods Michigan Bell Telephone Co.   |                                       |
| Michigan Bell Telephone Co.  |                                       |
|  | - 3                                   |
| Philip Morris Co., Inc.  |                                       |
| Revelation Tobacco X   |                                       |
| Northeastern Plymouth Dealers Assn.  |                                       |
| National Dairy—Sealtest X  |                                       |
| Northern California Plymouth Dealers   | - 1                                   |
| Unio Uil Co.   |                                       |
| Physician of Chrysler X  |                                       |
| Plymouth Division of Chrysler X Polk Miller Products Corp. X   |                                       |
| Portland Plymouth Dealers Assn.  |                                       |
| Sheffield Farms, Inc. X  |                                       |
| San Francisco Plymouth Dealers Assn.   |                                       |
| Scaltest Supplee X   |                                       |
| St. Louis Plymouth Dealers Assn. X   |                                       |
| Toledo Plymouth Dealers Assn.  |                                       |
| Twin Cities Plymouth Dealers X   |                                       |
| United Air Lines   |                                       |
| Western Maryland Dairy   |                                       |
| Toric Cise Plymouth Dealers XXII.  Luited Air Line XXII.  Western Maryland Dairy  Stephen F. Whitman Co. X  Worcester Plymouth Dealers Assn. X  Xardley & Co. X  |                                       |
| Worcester Plymouth Dealers Assn. X   |                                       |

# Videodex reports 141 cities, and



Measurement strategy: Allan Jay (1), managing director of Videodex, confers with New York systems and methods consultant N. L. Bedford, Jay was one of Videodex founders in 1948

Cities covered by Videodex local ratings reports now total 141; feature film titles are also included

Among future expansion plans of research firm is one for instantaneous ty ratings with radar equipment

What Videodex surveys: Television viewing, national and local, on a regularly reported basis. Also station penetration of markets and counties on regularly reported basis.

Kinds of reports: Network Tv Reports, issued monthly, include net ratings, multi-city ratings, program schedules: Network Tv Reports, quarterly, include sets-in-use by time zones, audience composition by time zones, Individual City Reports, monthly, separate reports for each 29 markets. City Reports, auatterly, comprise station index for 29 markets, separate reports for each, separate market ratings in about 112 markets, country-bycountry station penetration.

Times reported: Seven days each month are surveyed; ratings reported by 1/4 hours.

Technique: Diary method (See box, page 41). In special assignments, telephone also

Extras: Such supplementary material alse is offered: Regional net tabulations; analy sis off requency that homes view a program duplication, cume ratings, audience turn over; audience flow; spot audience measures; station coverage by market; classification of the homes by Jamily characteristic and viewing patterns, research on produce and brand purchases of tv set and nonset homes.

In the competitive business of furnishing ratings and audience data to the broadcast industry, no research firn stands still; new information must be ploughed up, new markets added to keep pace with the growth of air me dia. Videodex, Inc. of New York Cit and Chicago, is no exception.

Within the past three months, Videc dex has added about 20 new markel to its local ratings reports lists, bring ing the total of cities now reporte monthly and quarterly to 141 (quarter ly 112, monthly 29).

It has extended its data this year t include in these reports the titles c feature films shown, affording advertiers a guide to what fare is being telcast and which types attract the large audience.

As for future plans, Videodex is cot ducting exploratory discussions wil several electronics groups on reportir the television audience instantaneous by using radar principles. Such an a proach would, according to Allan 'Jay, managing director of Videode eliminate the high fixed cost of least telephone circuits and enable thou ands of homes to be sampled. The fir may be able to release more partic lars on this phase of its television mea urement in the not too distant futurement in the not too distant futurement in the not too distant futurement.

From its beginning in 1948 when began in Chicago and reported tv vie ing only for that market (it added more markets in a matter of months videodex aimed its service primari at the tv sponsor. Its procecupative with the sponsor has continued, and to day about two-thirds of its dollar v ume comes from advertisers the selves.

# wore of new markets in last quarter

This preoccupation which prompts Videodex to dig for information that will continue to attract the advertiser as a primary client is based on an acquired economic dependence on the advertiser. To Videodex, he represents maximum stability as well as a broader base (there are more advertisers than advertising agencies, more agencies than ty stations).

So today, with more than 250 subscribers to its services, the percentage of categories breaks down as follows: 60% advertisers: 4% stations: 36% ad agencies, trade associations, film producers, networks, etc.

How does Videodex rate this preponderance of advertising clients? The answer probably lies in the variety of detailed information it offers in addition to ratings. For the network advertisers or national sponsors of syndicated film, there are summaries for each market by shows and by competition; for the spot advertisers, these summaries serve as guides for buying adjacencies for announcements. Cost efficiency analyses for client advertisers show cost-per-1,000, and where an advertiser has the type of product that is purchased almost exclusively by one sex or another (such as lipstick or shaving cream), he may get his costper-1,000 translated through audience composition into the cost of potential customers reached.

Also available to the advertiser are ratings analyses, data on cumulative audience ratings (different homes reached), averaged ratings, audience reaction to commercials (whether they regard them as "interesting," "neutral"

### THE RATINGS SERIES

This series which began last month is scheduled in following issues: The Pulse ...... 20 Sept. ARB ...... 27 Sept. Trendex ...... 4 Oct. Videodex (this week) .... 11 Oct. C. E. Hooper ..... 18 Oct. A. C. Nielsen ..... 1 Nov.

### VIDEODEX DIARY TECHNIQUE

- 1. Selecting the sample: From tv set sales data furnished Videodex by manufacturers, the research firm sets tv families for its diary panel,
- 2. Enlisting the diarists: From the sample, a name is selected and contacted by mail. The obligations of keeping a diary are explained (a diarist is required to keep a diary for one week each month for seven months, at the end of which period she is replaced by another). At the same time, she learns of the Videodex premium plan. Videodex rewards its diarists with premiums; since it is usually the housewife in a family who selects the premium, the majority of diary keepers are primarily housewives. When the diarist agrees to take over the survey, a diary is mailed to her, and this is followed up by a call from the local Videodex field supervisor. Across the country, there is always a minimum of 9,200 families keeping a Videodex diary.
- 3. The diarist is notified when rating week will be this month. This information comes directly from Videodex and the notice is short to eliminate the chance that stations switch programing to throw weight in surveyed week.
- 4. Keeping the diary: The diarist records times; channels; programs viewed; how many men, women, teenagers and children are watching; opinions on programs; reaction to commercials. At end of week, diary is sent to Videodex in Chicago, The first report from each new diarist is never included in the tabulations of a Videodex report; it serves only to test her panel eligibility.



or "irritating"), opinions of programs ("excellent," "good," "fair"), coverage overlap, etc. From a Videodex Spot Tv Summaries and Cost Efficiency Analysis, for example, an advertiser can tell at a glance which announcements are reaching the wrong audience or costing a disproportionate price for a given time slot. On special assignment. Videodex also produces research data on consumer product and brand nurchases.

Among the first advertiser clients to Videodex in the days it began measuring the Chicago tv audience a decade ago were television manufacturers such as Admiral, RCA and Zenith. Their reason for subscribing was simple; all of them were using the new medium to advertise their lines of ty receivers. They were anxious to know how their shows were doing (RCA, for example, with its Kukla, Fran and Ollie) and to know where the ty sets were. Videodex pointed out to them that no one was in a better position to find out where the sets were than the manufacturers themselves inasmuch as their dealers had placed them. Thus was formed a sort of alliance between the manufacturers and Videodex which included manufacturers' sales records information being passed on to the research firm. (This information of where sets are sold is still the basis for Videodex selection of samples; it also gives them the advantage of knowing who are new set own-

(Please turn to page 70)



Full scale production of radio spots compares favorably with treatment of "pop" recordings. Producer-conductor Phil Davis (above) leads large group in taping jingle series. Production costs and rights for well-made jingles start at \$2,000 for local use, running higher for regionals

# How to produce a top radio spot

- ▼ SPONSOR surveys advertisers, agencies, jingle producers and comes up with cost guides, production hints
- New radio commercials may cost more, but they're planned, produced and scheduled more effectively now

Following up last week's story on Spot Radio Commercial Survey Winners (see sponsor, 4 October) is this week's practical guide to radio commercial production. Ad men wanted to know how to go about making a set of commercials.

Apart from general trends, they were curious about the specifics of what's actually being done with radio commercials today.

In response to these basic queries on costs and techniques, SPONSOR interviewed advertisers, agencies, networks, reps, stations and the jingle producers. Of all responses, here were the most practical hints on "How to produce a modern radio commercial":

· The natural sell: a combination

of the best in hard sell and soft sell, today's natural approach is "medium boiled." Raymond Scott, whose Jingle Workshop has made spots for American Tobacco and RCA Victor, told spoxoson this: "The ideal commercial is a tune that evades your guard, becomes a part of you, and keeps on orbiting until the sales message is triggered."

Local spots "integrated" for musicand-news: The best spots fit into, don't disrupt, local music programing. Frank Woodruff of Peters, Griffin, Woodward points out: "The good commercial deserves and gets special production attention. It becomes a focus of interest with the right music leading in and coming out."

· Network humor: NBC Radio's

"Stardust" concept is leading a trend back to comedy programing and humor—correctly used—in commercials. Some of these salesmen are Bob Hope for Buick, Bob & Ray for Lucky Strike, Ed "Archie" Gardner of Duffy's Tavern for Pabst and George Gobel for Peak anti-freeze. George A. Graham, Director of Sales Planning, estimates that one-third of commercials in "Monitor" are delivered by these and other NBC stars.

• Radio commercial budgets. For its uponing '59 campaign, Schlitz is spending about \$10,000 for music experiments and submissions alone. Naturally, a 13 week non-music commercial can still be made for a few hundred dollars locally, up to one thousand dollars for national use. For a guide to top production of commercials with music, see SPONSOR estimates on the next page, taken from actual invoices to representative clients.

 Big name talent is now back in radio commercials. After several years' absence, stars again regard commercials as legitimate area of showbusiness. Schlitz will use Peggy Lee, Billy Eckstein and Nelson Riddle. Recently, Margaret Whiting made spots for Esso and the Cordettes recorded for S&H stamps. Although some observers say the commercial tunesmiths can't be topped at writing jingles, some songwriters have written excellent commercials, such as Richard Adler's series for Newort cigarettes.

 Full scale production is underteken by many sponsors. Gillette used \$6,000 worth of orchestra in its openings and Chesterfield used 24 voices in its recent "Sound off" campaign.

Over-production is being avoided, on the other hand. Viceroy's current

jingle uses one voice without instruments. Insiders say that over-production of submitted samples is dangerous. They ask for one voice and one piano or just say: "Play it on the piano for me with one finger." Reasoning is that client may be influenced by the production rather than the inherent tune and lyrics, suffering disappointment later.

 Promotion jingles for stations and networks hypoing call letters, news, weather, programs and other audience attractions are now excellent. One music industry executive called these promotions "the best music commercials being produced today, bar none." In line with this impressive new trend, NBC is about to schedule a series of Count Basie spots to promote their affiliates. The theme will be "all day entertainment."

Regional commercials are now regarded as the full equals of network spots. In RAB's annual awards and in the recent John Blair list of 10 best commercials regional commercials walked away with as much glory as network entrants.

• Submittals: \$150 to \$500. Although the business of producing com-(Please turn to page 70)

# TYPICAL COSTS OF WELL-PRODUCED JINGLES

Here's a budget guide to buying jingles today. The three lists below, taken from actual invoices, include: creating, performing and recording jingle. For simplicity, prices are for "wild" spots used outside programs.

The samples are: one spot used locally in one to ten markets; two spots used regionally in 11 to 60 markets; and one spot used nationally in unlimited markets. The cities of New York, Chicago and Los Angeles are excluded from local and regional broadcast rights, but are included in national rights. In cases where material is rented rather than purchased, these fees would be lower.

(If spots are used within local or network programs, there are additional fees for singers, actors and amounters. In the current AFTRA Transcription Code, these range from \$60 to \$610 per spot and per performer depending on whether use is local, regional or national. These performers are also entitled to AFTRA talent repayments for each additional 13 weeks of use.)

There are no additional fees for musicians.

|  | One local  | Two regional spots | One national spot |
|--|------------|--------------------|-------------------|
| PRODUCTION COSTS:                                |            |                    |                   |
| 1. Talent  |            |                    |                   |
| Vocalists  | \$ 60.00   | \$ 504.00          | \$ 320.40         |
| Announcers                                       | 84.60      |                    |                   |
| 2. Musicians                                     |            |                    |                   |
| (A. F. of M. transcription scale,                |            |                    |                   |
| including leader)                                | 270.00     | 1,120.50           | 765.00            |
| 3. Incidentals                                   |            |                    |                   |
| Payroll tax, bookkeeping                         | 41.46      | 162.45             | 108.54            |
| Instrument cartage fee                           | 6.00       | 10.00              | 10.00             |
| Special instruments rental                       | 20.00      | 24.00              | 24.00             |
| AFTRA Pension & Welfare Fund                     | 7.23       | 25.20              | 16.02             |
| A. F. of M. Trust Fund                           | 100.00     | 100.00             | 100.00            |
| 4. Arrangements of vocal parts                   |            |                    |                   |
| and orchestra accompaniment                      | 50.00      | 250.00             | 350.00            |
| 5. Recording*                                    | 169.00     | 294.11             | 175.00            |
| BROADCAST RIGHTS:                                |            |                    |                   |
| Outright purchase of original music and material | 1,500.00   | 2,500.00           | 3,500.00          |
| TOTALS:  | \$2,308.29 | \$4,990.26         | \$5,530.03        |



Weathermen: Inspecting the radar weather-tracking station are (1 to r): Arnold Dietz, manager Sound Radio, Inc.; John Bates, vice president radio/tv of Lambert & Feasley, agency for sponsor of weathercasts Phillips Petroleum Co., Robert E. Mitchell, vice president WINZ, Miami

# Phillips buys radar weathercasts

- Will storms hit Hialeah track before the fifth race? Now radio plus radar comes up with immediate answers
- Phillips Petroleum begins using three east coast Florida stations to keep public informed half-hourly

In national spot radio across the country, Phillips Petroleum hews to the public service approach—weathercasts and newscasts. This week. Phillips went a step further—radar weathercasts for a section of the country where weather is the prime commodity.

The stretch from Palm Beach south to Miami, a major strip of playland subject to the vagaries of tropic weather, is now being tracked weatherwise by a radar installation set up at a cost in excess of \$100,000 atop the Golden Gate Hotel between Miami and Ft. Lauderdale.

Beginning this month, weather reports will be broadcast twice each hour over three participating radio stations: WWIL, Ft. Lauderdale; WINZ, Miami, and WEAT, Palm Beach with Phillips (through its agency, Lambert & Feasley, Inc.) as major sponsor.

So immediate and accurate are the radar reports that the Miami fisherman will know exactly when he has a clear sail to Bimini, the Ft. Lauderdale or Palm Beach golfer will know when and on which tee rain is due to fall

The plan was developed a little over a month ago when Arnold Dietz, director of Sound Radio, Inc., presented the idea to WWIL.

The station, in turn, took the con-

cept to the advertiser in that area which it considered among the most progressive—Phillips Petroleum. Phillips has an added stake in the area with its lavish Pier 66 Restaurant and Marina at Ft. Lauderdale.

The local jobber and division manager for Phillips thought so much of the plan they immediately contacted the home office. Reaction was prompt. To a Ft. Lauderdale meeting came Larry Dellasega of Phillips' ad department in Bartlesville, Okla.; John Bates, vice president and director of tv and radio for Lambert & Feasley; Manager Tom Gilmore and Bill Logan from Phillips' Tampa division, and John Dunscombe and Darrel Smith, partners and owners of Everglades Oil, jobbers for Phillips in the Ft. Lauderdale area.

Result was a 52-week buy on the three stations which is being heavily promoted by outlets and clients; chief promotion — on-air plugs, newspaper ads and broadcast schedule cards distributed in hotel rooms in the area and at Phillips service stations.

# Air media: department store lifeline



Rehearsing Barker Bros. videotaped commercial (1 to r) are; Kenneth Pelton, Barker's ad director; John J. Mahoney, exec. v.p. and merchandising manager; Rod Mays, pres., Mays & Co., and announcer Steve Martin

 ✓ Here's how L.A. stores use radio, ty for several functions

Increasing competition can be challenged, retailers learn

Department stores, in a general way, have been in roughening economic water during the past few years. A combination of things—new population-shopping patterns, new forms of retailing—have conspired to obsolete the traditional department store customer franchies.

In short, people are buying more than ever, but department stores' sales volume is not keeping pace. And with overhead rising faster than sales and/or profits, the "big" stores now face the need for stronger selling than ever.

Clearly, a re-examination of media.

with an eye toward strengthening advertising impact, presents a fertile area for exploration by department stores. And any re-examination can move in one direction only—from newspapers. traditional medium for department stores, to air media.

stores, to air menia.

While the use of radio and/or tv is not unknown to department stores, a successful campaign, waged on either, still warrants some "success story" attention and is all too often regarded as atvoical.

There are signs that this traditional department store reluctance for air media is beginning to crack. The relatively few of these retailers that have tried air media, have usually done it on a test basis: local newspapers on strike, a special promotion, blandishments from local salesmen.

Department stores spend an estimated \$400 million annually for their advertising. As might be expected, a sum of this consequence has attracted additional pressure to try air media from TvB and RAB.

For those department stores that have used air media successfully, the techniques have been specific. Yet there is no one definitive way to use air; one strategy answers the need for one store, a different one for another. There is, though, one basic fact that comes through: air media will provide strong selling support whether used for a "one-shot," a store opening, a special sale, or over a long period, to build an image for an overall sales gain.

Ideally, any department store could score the best sales gains by employing every medium available—radio, tv, newspapers, outdoor, etc. But even \$400 million is not enough to touch all of those with any degree of dominance. So the need arises for selectivity.

Though the best combination of advertising for a department store is air plus print, if it's impossible to achieve much prominence with both, then generally, air media alone will do more. The really important thing is to use enough advertising, no matter where it

Should department stores use radio over tv, or *vice-versa?* No, both offer unique advantages. Consider radio, for instance.

- Broad coverage—97% of all homes have at least one radio in use.
- Better suburban coverage.
- Instant accessibility messages can be changed in minutes.
- Complete flexibility concentrated messages on various days; selection of audience types via programing.
- "News" value—an aura of urgency and action.

Tv, of course, shares some of these

Sears' Rochuck & Co., presents public service information with three daily traffic reports from LA. Group Mgr.; Al Hubbard, KABC; R. B. Gibson, LA. Group Mgr.; Al Hubbard, KABC; R. B. Gibson, LA. Group sales promotion and merchandise mgr.; Don Johnson, account exec., The Mayers Co.



characteristics. But it has a unique characteristic, related this way by TvB: "In the final analysis, as history will probably record, it was the retailer who inspired the invention of tv. For, it was he who centuries ago proved that face-to-face demonstration is the best way to sell."

As in characteristics, both radio and tv share successful techniques. Both are most effective with dominance, if not saturation. Both provide quick action, so are best when they are matched with normal heavy selling days, or keved closely with special promotions.

On the other hand there are differences. Radio works best with familiar items, where a mention can create a mental picture. Conversely, one of tv's strengths is its ability to take a new product and, with demonstration, acquaint a considerable majority of the store's customers with it instantly.

To demonstrate how department stores can and do use air media effectively, sponsor recently conducted a study of many of the major stores in Los Angeles. This city was picked because its department stores, as a whole. use air media to a greater degree than most other cities. It is important to remember that all of these stores are located in the same area-metropolitan Los Angeles-and so are competing for the same customers, in the larger sense. Yet each sells in a different way, by tailoring its use of air media to correspond, and so carves a niche for itself that sets it apart.

Barker Bros. A few months back "the world's largest home furnishing store" shot 23 one-minute commercials on videotape. These tapes are still running. two a day, on KTTV. Each is preceded by a one-minute live pitch, delivered by announcer Steve Martin who also appears in the taped portions.

"The taped segments were never intended to stand as completed commercials," explains Mays & Co. president, Rod Mays. "They are designed to sell an abstract concept of the store in terms of size, price policy, quality and selection—factors not discernable in newspaper advertising."

The tapes, which cost less than \$100 each, cover all nine floors of the store. Some concentrate on individual sections, others on entire floors. No items are singled out. The one-minute leadin covers specifics—a sale or discourse on something like price or quality.

Barker's has been a long-time user of saturation radio, is currently using an average of 50 per week on six independent stations. They are mostly 60's with some 20's and 30's. It began using tv in 1919, has been on since. Besides the current two-aday schedule on KTTV, it adds a package of about 10 20's on KRCA for its six promotions a year. A corollary package of 150 spots on radio is also added for the promotions.

J. C. Penney Co. "We have to use radio to keep 44 branch managers happy," explains John T. Lucas, west coast ad director for the chain, who places co-op advertising for all of the stores. Five years ago, when Lucas added radio, "the agitation among the managers to drop it was really rife," he recalls. Yet this fall the same managers voted unanimously to add a second radio station rather than a third daily.

The change of mind came through testing—radio against newspapers. A radio-only promotion on nylon hose, a regular "special" with the chain, upped business 25% on the item over-all, and one store, previously having trouble moving the item, noted a 70% increase. "These results are remarkable," Lucas points out, "in that the item had been stocked for six months and advertised right along in newspapers."

Normal Penney scheduling calls for 60's (40%), 20's (30%) and 7's (30%). The chain has tested the 7's on single items, found heavy response by concentrating on price appeal. The chain puts 60% of its spots between 10 a.m. and 12 noon, 20% between 2 and 5 p.m., the balance from 6 to 9 p.m.

May Co. No stranger to radio, this company has backed up its six-store-wide sales with as many as 14 stations. But recently, explains Walter T. Powers, advertising and promotion director, "we wanted to create a prestige image to back up our other advertising. Fm seemed right for the idea we wanted to convey: a relaxed invitation to shop at the May Co."

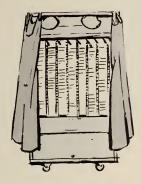
Experimenting with spots showed that fm was best used, not for single items, but for over-all soft sell. Once that was learned the store went ahead in the grand manner: full sponsorship of a new all-night, 11 p.m. to 6 a.m., every-night musical show called Music in the Night. "What we are doing," Powers says, "is creating rather than inhertiting an audience."

Hinshaw's Department Stores. A relative new-comer to the area, this company was seeking quick recognition. "We chose another late-comer, tv, to put us on the map," says president Ezra B. Hinshaw. Knowing that women do most of the department store buying, Hinshaw turned to Nielsen studies, found that there is a higher percentage of adult women viewers for travel-adventure shows than for any other type. He began by using half-hour shows, is still using them. To tie-in

(Please turn to page 89)

Hinshaw's, a relative newcomer to the L.A. department store scene, turned to tv to get quick recognition and acceptance. Current vehicle is show called *Hinshaw's Holiday*, combining adventure, travel. Shown, left, Ezra B. Hinshaw, store president, with producer Bill Burrud





# Machine tactics get out the WOW listener vote

✓ In a state which doesn't have electric balloting, Nebraska station approaches its audience on basis of novelty

The big headache inherent in any station's audience research is that:

It's costly and takes a lot of time;
But when all's said and done, the

fancy figures soon fade into dull memory or get out of date.

Currently WOW, Omaha, is distributing what it hopes is a novel solution to some of these drawbacks. True, the sampling methods in WOW's study won't win a Census Bureau prize (nor does the station make any bones about that). What it has evolved, however, is an attention-getting piece of research showmanship which contains some worthwhile clues for both agencies and the station's own programers. And what makes the whole thing more than just a gag is that WOW's catch-'em-onthe-run technique eventually produced a sample that has a pretty respectable resemblance to the measured audience of the area.

Here's what WOW did:

At the suggestion of sales manager W. O. (Bill) Wiseman, it got three Shoup voting machines—the kind commonly seen at election time (and on exhibit in the American pavillion at the Brussel's Fair). These were set up at the Nebraska State Fair in Lincoln for eight days, then were spotted for a week at various locations in Omaha. One important point about the electric gadgets was their novelty; most of the voters had never seen one before, since



Gov. Victor E. Anderson and Bill Dunn, WOW radio prom. mgr. exhibit type of ballot used at Lincoln, Nebr. State Fair to get audience reactions to radio program types. Also polled Omaha

Nebraska doesn't use them.

Fifteen questions dealing with qualitative matters appeared on the ballots. In all, some 4,000 listeners (74% adult and 26% teenage) expressed their opinions, breaking down thus in comparison with the annual Pulse of the area:

|                   | WOW | Pulse |
|-------------------|-----|-------|
| Farms             | 41% | 23%   |
| Towns under 8,000 | 21  | 27*   |
| City              | 38  | 50    |
|                   |     |       |

\*Rural non-farm.

As for the findings themselves, here are some of the highlights:

In the music category, popular fare was at the top in both city and country. But there was much less agreement on other musical types, as the accompanying table shows. By age groups, too, marked differences turned up. For instance, in the ballots cast at the State Fair, 48% of the teenagers voted for rock 'n' roll; but among male adults, 40% voted for current pop hits and 42% for military bands;

and  $40^{r}\epsilon$  of the women favored waltzes

As might be expected, news came in for some heavy balloting, with the 15minute segment rated most popular (see tabulation). Moreover, there seemed to be little geographical difference in frequency of listening: the average was 2.4 newscasts per day in Omaha and 2.7 outside. Here's another facet of the situation:

| icet of the situation. |      |
|------------------------|------|
| Listen twice daily     | 29%  |
| Listen thrice          | 23   |
| Listen five times      | .21  |
| Listen once            | 16   |
| Listen four times      | - 11 |

When voters at the State Fair were

asked "Whichever helps you most in your day-to-day farm operation?" the answers came out thus:

Television edged radio 32% to 30%. (For whatever you want to read into it, WOW researchers will remind you that about 40% of the tv vote was by teenagers.)

Farm magazines trailed with 15%, farm newspapers, 12%, and general newspapers 11%.

(Note: In a recent study of farmers' communications activities conducted by the University of Wisconsin on a financial grant from WBAY-TV. Green Bay, it was found that farmers devoted 52% of their mass-media time to tv and 34% to radio; see sponsor, 29 March 1958, page 381.

Indeed, radio's unshakable physical grip on farmers is evident from WOW's findings on out-of-home sets. Some 33% of the voting farmers said they had sets in their barns; 13% had them in milksheds; 40% in trucks; and 13% on tractors.

Like all modern researchers, WOW's crew salted the ballots with some "warmup" and "encouragement" questions to get the voters into the spirit of the thing.

For whatever their sociologicalpolitical merit, here they are:

For President of the U. S.—sales manager Wiseman describes the results thus:

"Vixon got the nod with 36% of the total vote, and Kennedy and Stevenson rank second and third, Actually, 51% of all votes cast were for Democrats in normally Republican Nebraska. The ladies voted heavily for Nixon and Stevenson and the Kennedy vote was top-heavy by men."

Legalized bingo—Won 3 to 2. The "for" vote was split about evenly between men, women, and teenagers. (Bingo, incidentally, is a hot matter in Nebraska and will be voted on next month.)

State sales tax—There wasn't much support for this one. The voters, 6 to 4, apparently wanted to uphold Nebraska's longtime claim as "the state with no sales tax and no bonded indebtedness."

Salesman-researcher Wiseman currently is expounding his survey to Omaha agency people at a series of luncheons.

Meanwhile he says he will send it to other agencies and advertisers who are interested.

# HOW WOW VOTERS RANKED MUSICAL PREFERENCES

|                    | Total | Votes at | City |
|--------------------|-------|----------|------|
|                    | Vote  | Fair     | Vote |
| Longtime pop hits  | 1st   | 2nd      | 1st  |
| Current pop hits   | 2nd   | lst      | 2nd  |
| Rock 'n' Roll      | 3rd   | 3rd      | 7th  |
| Old familiar songs | 4th   | 4th      | 3rd  |
| Classical          | 5th   | 8th      | 4th  |
| Western-country    | 6th   | 5th      | 8th  |
| Waltzes            | 7th   | 7th      | 5th  |
| Hymns              | 8th   | 6th      | 9th  |
| Military bands     | 9th   | 9th      | 10th |
| Swing-jazz         | 10th  | 10th     | 6th  |

# NEWS PREFERENCES BY LENGTH AND TYPE

### BY LENGTH

|                 | All | At Fair | City |
|-----------------|-----|---------|------|
| 15 minutes      | 43% | 36%     | 50%  |
| 10 minutes      | 27  | 27      | 26   |
| 5 minutes       | 25  | 29      | 21   |
| Over 15 minutes | 6   | 8       | 3    |

### BY TYPE

| 1116             |     |     |
|------------------|-----|-----|
| Weather          | 51% | 43% |
| Sports -         | 18  | 24  |
| Livestock market | 16  | 11  |
| News analysis    | 14  | 19  |
| Grain market     | 4   | 3   |

No sooner done than said

# E ASTANT

KFWB's News Department
is on the air 66 times every day with
cheduled news, sports, weather reports.
Other important news "when it happens"

NEWS

Every item is re-written in colorful

COLOR RADIO style by the most competent

news crew in Los Angeles radio

News on COLOR RADIO is instant...

it's electronic...it's an important part

of KFWB's rocketing ratings

in the Los Angeles market

Buy KFWB News...first in Los Angeles



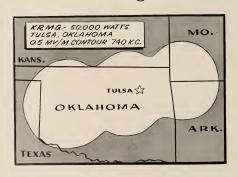
ROBERT M. PURCELL, Pres. and Gen. Mgr. • MILTON H. KLEIN, Saled Mgr. Represented nationally by JOHN BLAIR & CO.



# POSTCARDS...

we got
postcards
from listeners
to Regional
KRMG Tulsa

# all we said was "drop us a card" and we got 87,312 postcards!



During our one week "Big Surprise" promotion July 1 through July 7, these KRMG personalities offered table model radios to lucky listeners. Despite the modest prizes, they received 87, 312 postcards . . . proof of Regional KRMG's big coverage, audience responsiveness and superior salesmanship. These personalities can generate sales for you, too. Frank Lane, General Manager, or your nearest John Blair Representative can tell you how.

KANSAS CITY SYRACUSE PHOENIX OMAHA TULSA KCMO WHEN KPHO WOW KRMG KCMO-TV WHEN-TV KPHO-TV WOW-TV The Katz Agency
The Katz Agency
The Katz Agency
John Blair & Co. — Blair-TV

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines



# **SPONSOR INDEX**

14 June p. 4

28 June p. 6

Issued every 6 months

## JANUARY THROUGH JULY 1958

# Twice each year SPONSOR publishes this six-month index of articles. This new index covering the first six months of 1958 is presented with additions designed to make for easier reference. You'll find new major headings and sub-headings with cross-references, particularly to agency-advertiser stories and to case histories divided now by product cate-

#### ADVERTISERS

| General  |         |    |   |
|--|---------|----|---|
| What clients switch for                              | 11 Jan. | p. | 2 |
| How Colgate picked D'Arcy for Halo                   | 11 Jan. | p. | 3 |
| Tv clients: commercials come first                   | 8 Feb.  |    |   |
| The coming battle for sponsor identification         | 22 Feb. |    |   |
| 3 clients, 3 markets, 1 tv show (Shirley Temple)     | 1 Mar.  |    |   |
| Sponsor Asks: Should national advertisers use local  |         |    |   |
| buying techniques?                                   | 1 Mar.  | D. | 4 |
| Baseball's sponsors for 1958                         | 5 Apr.  | p. |   |
| Tv's man of the hour-the consultant                  | 12 Apr. |    |   |
| Bright outlook for soft goods: bright future for air | 3 May   |    |   |
| Rate your I.Q. on advertisers                        | 24 May  |    |   |
| Personalities  |         |    |   |
| Newsmaker of week: Frank Bell, pres., Pharma-Craft   | 11 Jan. | n. |   |
| Newsmaker of the week: Howard M. Parker, presi-      |         | 1  |   |
| dent, S. C. Johnson & Son                            | 25 Jan. | D. |   |
| Newsmaker of the week: Franklin Bruck, v.p.,         |         |    |   |
| Pharmaceuticals, Inc.                                | 1 Feb.  | n. |   |
| Newsmaker of the week: William Skilling, adv.        |         |    |   |
| prom. mgr., women's wear, du Pont                    | 29 Mar. | p. |   |
| Newsmaker of week: Charles Mortimer, pres., GF       | 19 Apr. |    |   |
| Newsmaker of the week: Gwilym A. Price, board        |         | 1. |   |
| chairman, Westinghouse Electric Corp.                | 10 May  | p. |   |
| Newsmaker of the week: Nelson Gross, ad director,    | ,       |    |   |
| Max Factor   | 7 Inne  | n. |   |

### ADVERTISING AGENCIES

Newsmaker of the week: Tom Christensen, Marlboro brand manager, Philip Morris

Newsmaker of week: W. E. Schoon, ad mgr., Pontiac

#### General

| OCHETHI  |               |
|--|---------------|
| All eyes on McCann                               | 4 Jan. p. 29  |
| How Colgate picked D'Arcy for Halo               | 11 Jan. p. 32 |
| The rise of air media at McCann                  | 11 Jan. p. 36 |
| Jack Cunningham's challenge to Madison Ave       | 18 Jan. p. 39 |
| Sponsor Asks: Is competitive bidding on story-   |               |
| boards sound practice?                           | 22 Feb. p. 48 |
| Agency mergers: How they affect air activity     | 22 Mar. p. 27 |
| Could agency cost-cutting boomerang?             | 19 Apr. p. 33 |
| How Compton billings increased 450% in 12 years  | 26 Apr. p. 36 |
| Here's what admen would like to see discussed at | 26 Apr. p. 25 |
| the (NAB) convention                             | Conv. Special |
| Sponsor Challenge: Rate your advertising I.Q. on |               |
| advertising agencies                             | 10 May p. 34  |
| A psychoanalyst puts Madison Ave. on the couch   | 17 May p. 36  |
| They "work like hell on the sell!"               | 31 May p. 29  |
| The agency's role in tv show publicity           | 14 June p. 35 |
| A new look at the old tv vs. print controversy   | 21 June p. 41 |
| Timebuying                                       |               |
| How agencies train radio timebuyers              | 8 Feb. p. 34  |

# **1ST HALF VOLUME 12**

gory. These are the major headings in alphabetical order. Advertisers, Advertising agencies, Broadcast industry, Commercials, Film, Foreign, Marketing, Merchandising-promotion-publicity, Product case histories, Radio, Ratings, Representatives, Research-surveys, Special issues-sections, Television.

| "How I became the world's luckiest timebuyer"<br>The timebuyer: Two revealing surveys         | 8 Feb. p. 38<br>22 Mar. p. 30  |
|---|--------------------------------|
|   | 22 Mar. pr 00                  |
| Personalities   |                                |
| Newsmaker of week: D. B. Crane, med. v.p., B&B  | 18 Jan. p. 4                   |
| Newsmaker of week: Marion Harper, pres., Mc-E.  | 22 Feb. p. 4                   |
| Newsmaker of week: Brown Bolté, pres., SSC&B .  | 1 Mar. p. 6                    |
| Newsmaker of week: Leo Burnett, Leo Burnett Co.   | 8 Mar. p. 4                    |
| Newsmaker of week: Frank Silvernail, retired buyer  | 26 Apr. p. 6                   |
| Newsmaker of week: J. G. Cominos, v.p., NL&B .  | 17 May p. 4                    |
| Newsmaker of week: Dr. L. O. Brown, v.p., DFS =   | 24 May p. 6                    |
| Newsmaker of week: Lee M. Rich, v.p., B&B   | 31 May p. 4                    |
| Newsmaker of the week: Julia Brown, associate   |                                |
| media director on P&G, Compton  | 21 June p. 4                   |
| BROADCAST INDUSTRY  |                                |
| General   |                                |
| The rise of air media at McCann .   | 11 Jan. p. 36                  |
| Barrow pot begins to boil   | 25 Jan. p. 29                  |
| sponsor index, July-December 1957   | 25 Jan. p. 47                  |
| Tv stations are "opportunistic"   | 8 Feb. p. 33                   |
| Sponsor Asks: Are air media jobs getting scarce?  | 8 Feb. p. 42                   |
| Sponsor Asks: When does sex make 'em squirm?  | 15 Feb. p. 52                  |
| Sponsor Asks: Should national advertisers use local   |                                |
| buying techniques?  | 1 Mar. p. 42                   |
| What's ahead in summer selling?   | 8 Mar, p. 39                   |
| Will new air strategy jack up auto sales?   | 15 Mar. p. 31                  |
| Sponsor Asks: How can stations use trade ads?   | 22 Mar. p. 42                  |
| Will air budgets withstand the slump?   | 29 Mar, p. 29                  |
| Air media dominate the farm   | 29 Mar. p. 38                  |
| Battle of music: ASCAP v. BMI<br>Sponsor Asks: How can you retain sponsor identity            | 5 Apr. p. 42                   |
| in Westerns?  | 5 Apr. p. 44                   |
| The trial of Linwood Threedle (re FCC)  | 19 Apr. p. 36                  |
| Tv tape: new vistas and problems  | 26 Apr. p. 31                  |
| Is Videotape practical now?   | 26 Apr. p. 33                  |
| Sponsor Asks: Should stations be ranked by total  |                                |
| tv coverage or by metropolitan area?  | 26 Apr. p. 52                  |
| "Let's Sell Optimism" how tv/radio stations   | 26 Apr. p. 3                   |
| are doing it  | Conv. Special                  |
| How can air media help overcome recession think-  | 26 Apr. p. 16                  |
| ing?  | Conv. Special                  |
| RAB president Kevin Sweeney's answer to how air<br>media can help overcome recession thinking | 26 Apr. p. 18<br>Conv. Special |
| Here's what admen would like to see discussed at  | 26 Apr. p. 25                  |
| the convention  | Conv. Special                  |
| Spot radio tackles the local rates  | 3 May p. 31                    |
| Radio/tv "challenged" at annual NAB convention  | 3 May p. 39                    |
| Network plus spot equals big rating   | 10 May p. 32                   |
| Sponsor Asks: What did you get out of the NAB   |                                |
| convention?   | 17 May p. 50                   |
|   |                                |

What will NTA's Elv Landau do next?

So you want to buy a radio station? ......

31 May p. 31

31 May p. 40

| Sponsor Asks: How can stations help in anti-reces-   | ~ 1                |     |          | The product protection headache  | 5   | Apr.         | p,       | 31  |
|--|--------------------|-----|----------|--|-----|--------------|----------|-----|
| sion campaigns?  | 7 June             | p.  | 54       | Is the farmer still a hayseed?   | 12  | Apr.<br>May  | p.       | 40  |
| Personalities  |                    |     |          | Bright outlook for soft goods; bright future for air   | 3   | May          | p.       | 36  |
| Newsmaker of the week: John M. Outler, retiring<br>general mgr., WSB, Atlanta                      | 4 Jan.             | n   | .1       | All about women: The influential sex and radio<br>Color tv: No problem for packaging   | 17  | May<br>June  | p.       | 42  |
| Newsmaker of week: John C. Doerfer, FCC chm.   | 8 Feb.             | p.  | 6        | Color IV. No problem for packaging   |     | June         | p.       | 40  |
| Newsmaker of week: Oren Harris, House rep., Ark.   | 15 Feb.            | p.  | 6        | MERCHANDISING, PROMOTION,  | PUE | LIC          | IT       | Y   |
| Newsmaker of week: J. G. Riddell, exec. v.p., ABC<br>Newsmaker of week: L. G. Cowan, pres., CBS TV | 15 Mar.<br>22 Mar. | p.  | 4        | Is merchandising really worth it?  | 25  | Jan.         | D.       | 40  |
| Newsmaker of the week: Howard S. Meighan, presi-   |                    |     |          | Sponsor Asks: How to merchandise supermarket?  | 1   | Feb.         | p.       | 48  |
| dent, Videotape Productions Newsmaker of week: E. J. DeGray, v.p., ABC radio                       | 5 Apr.<br>12 Apr.  | p.  | 4        | Sponsor Asks: Which are more successful—cash prizes or merchandise?  | 0   | Mar.         | n        | 59  |
| Newsmaker of week: John C. Doerfer, FCC chm.   | 3 May              | p.  | -1       | Are you making the most of merchandising?  | 15  | Mar.         | p.       | 34  |
| Merchant of diversity: Screen Gems' Ralph Cohn   | 14 June            | p.  | 40       | Sponsor Asks: How effective are p.r. films on tv?  | 15  | Mar.         | p.       | 60  |
| Tv/Radio Case Histories  |                    |     |          | Sponsor Asks: How can stations use trade ads?<br>Conoco's merchandising whirligig  | 19  | Mar.<br>Apr. |          |     |
| How Miles Calif, measures air media Why Stabl Meyer banks on air media                             | 5 Apr.             | p.  | 31       | Packaging: Tv's best salesman yet!   | 10  | May          | p.       | 32  |
| Why Stahl-Meyer banks on air media<br>Progresso's 26-year love affair with air media               | 10 May<br>21 June  | p.  | 37       | "Wonderful good" pitch by WIRR TV  | 24  | May<br>May   | p.       | 38  |
| Tregreeous Bo your rote until min an incare  | Dr June            | p,  | 00       | Packaging: Tv's best salesman yet! Radio advertising as d.j.'s see it "Wonderful good" pitch by WLBR-TV Tv show promotion—bank style | 7   | June         | p.<br>p. | 38  |
| COSTS  |                    |     |          | The agency's role in tv show publicity   | 14  | June         | p.       | 35  |
| Will tv give 12-month rate protection?   | 1 Mar.             | p.  | 29       | WJIM-TV's \$6,000 pitch to CBS   | 28  | June         | p.       | 37  |
| Animation at \$15 a foot?  | 1 Mar.<br>8 Mar.   | p.  | 35       | PRODUCT CASE HISTOR  | IFS |              |          |     |
| How new SAG contract boosts cost of commercials  | 29 Mar.            | p.  | 37       | Automotive   |     |              |          |     |
| Could agency cost-cutting boomerang?   | 19 Apr.            | p.  | 33       | Will new air strategy jack up auto sales?  | 15  | Mar,         | n        | 21  |
| Net tv: new incentives for clients<br>Spot tv's rocky road to simpler rates                        | 3 May<br>10 May    | p.  | 33<br>27 | What's wrong with tv's auto commercials?   | 29  | Mar.         | р.       | 36  |
| Sponsor Asks: How to keep live tv costs down?  | 10 May             | p.  | 52       | Plymouth bets on radio to spur sales   | 19  | Apr.         | p.       | 40  |
| Spot tv and newspapers   | 31 May             | p.  | 36       | Why foreign cars are trying air media  | 17  | May          | p.       | 39  |
| COMMERCIALS  |                    |     |          | Beer and Ale   |     |              |          |     |
| Sponsor Asks: Should commercials be keyed to the   |                    |     |          | Tv's cliff-hanger commercials (Drewry's)   | 14  | Apr.<br>June | p.       | 33  |
| time of day? Saturation radio's newest problem   | 4 Jan.             |     |          | Candy and Confections  |     | June         | ν.       | 0,5 |
| Saturation radio's newest problem  | 25 Jan.<br>1 Feb.  | p.  | 32       | Radio kills a sales slump (Beech-Nut)  | 15  | Mar.         | n        | 26  |
| Iv clients; commercials come first   | 8 Feb.             | р.  | 27       |  | 10  | Mai.         | р.       | 30  |
| Sponsor Asks: Is competitive bidding on story-   |                    |     |          | Drugs and Cosmetics How Colgate picked D'Arcy for Halo   | 11  | 1            |          | 20  |
| boards sound practice?   | 22 Feb.<br>29 Mar. | p.  | 48<br>36 | Why use tv when you sell door-to-door? (Avon)  | 22  | Jan.<br>Feb. | p.<br>p. | 34  |
| How new SAG contract boosts cost of commercials  | 29 Mar.            | p.  | 37       | How Miles Calif, measures air media  | 5   | Apr.         | p.       | 34  |
| Tv's cliff-hanger commercials  New life for net radio commercials                                  | 5 Apr.<br>19 Apr.  |     |          | A small premium—but big sales (Pfizer) Packaging: tv's best salesman yet!  | 26  | Apr.<br>May  | p.       | 41  |
| Sponsor Asks: How valuable is a star's name in a   | 19 Apr.            | р.  | 39       | How spot radio keeps the cows contented (Glenn)  | 7   | June         | р.       | 38  |
| tv commercial?   | 19 Apr.            |     |          | Financial  |     |              |          |     |
| How agencies rate tv commercial film producers   | 17 May<br>24 May   | p.  | 36       | Programing prestige at spot costs  | 4   | Jan.         | p.       | 33  |
| Radio advertising as d.j.'s see it   | 24 May             | p.  | 38       | Seaboard buys spot to sell money   | 21  | May          | p.       | 37  |
| They "work like hell on the sell!"  Sponsor Asks: What are the advantages of original              | 31 May             | p.  | 29       | Tv show promotion—bank style   | 7   | June         | p.       | 38  |
| scores in tv commercials?  | 31 May             | p.  | 44       | Food and Beverages   |     |              |          |     |
| Commercial Commentary: McMillin blasts ty's  |                    |     |          | Piggy-back marketing, radio launch new product<br>Radio sells beans in Boston (Monmouth)   | 11  | Jan.<br>Jan. | p.       | 34  |
| "doctors"  | 14 June<br>14 June |     |          | Is merchandising really worth it? (Libby)  | 25  | Jan.         | p.       | 40  |
| From radio/tv jingle to popular song   | 14 June            | p.  | 39       | The secret of selling with kids' tv (Cocoa Marsh)<br>Flav-R Straws in the wind again?  | 8   | Feb.         | p.       | 30  |
| Commercial Commentary; cigarettes on tv  | 21 June<br>28 June |     |          | How a submarine sells the housewife (Bond Bread)   | 29  | Mar.<br>Mar. | p.<br>p. | 40  |
| A new way to measure to commercial effectiveness   | 20 June            | p.  | 42       | Create a market-sell a schedule (Cocoa Marsh)  | 12  | Apr.         | p.       | 39  |
| FILM   |                    |     |          | Tv's new star salesman: Emily Tipp (Ward Baking)<br>Oona O'Tuna drops anchor in spot tv  |     | Apr.<br>May  |          |     |
| Film '58: A precision marketing tool   | 1 Feb.             | p.  | 41       | Packaging: Tv's best salesman yet!   | 10  | May          | p.       | 32  |
| What the Paramount film library means to tv<br>Animation at \$15 a foot?                           | 22 Feb.            | p.  | 37       | Why Stahl-Meyer banks on air media   | 10  | May          | p.       | 37  |
|  | 15 Mar.            | р.  | 38       | "Minute" shows sell Nescafe  | 24  | May<br>May   | p.       | 40  |
| T. Wilderton and I am problems   | 20 Apr.            | ρ.  | 91       | How Welch's tomato juice "double sells" on tv  | 24  | May          | p.       | 41  |
| Is Videotape practical now? What you should know about tv film                                     | 26 Apr.<br>3 May   | p.  | 40       | Progresso's 26-year love affair with air media<br>How spot tv's unified effort paid off (Kellogg)                                    |     | June<br>June |          |     |
|  | ,                  | P** |          | New Era scouts for potato chip sales via spot radio  | 28  | June         | p.       | 40  |
| FOREIGN  |                    |     |          | Gas and Oil  |     |              |          |     |
| Admen: How you can use international television<br>World-wide television growth                    | 24 May<br>5 Apr.   | p.  | 34       | Sell gasoline via kids' shows? (Union Oil)   | 22  | Mar.         |          |     |
| worse-mide television growth   | o Apr.             | p.  | 90       | Conoco's merchandising whirligig   | 12  | Apr.         |          |     |
| MARKETING  |                    |     |          | Retailing  |     |              |          |     |
| Film '58: A precision marketing tool   | 1 Feb.             | p.  | 41       | Tv: one retailer's best friend Tv spot sells via mail order Radio packs Jamaica's retail stores                                      | 5   | Apr.         | p.       | 40  |
| Sociology instead of Westerns Agency marketing men affect media decisions                          | 8 Feb.<br>5 Apr.   |     |          | Iv spot sells via mail order   | 26  | May          | p.       | 31  |
| mental decisions   | o repr.            | p.  | 27       | Attanto parke Juniarea e reign erores  |     | ,            | 1        |     |

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY YOU NEED TWO TO RAKE UP in Indiana!

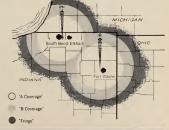


In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover two major markets -Fort Wayne and South Bend - Elkhart - with one combination buy which saves 10%. The coverage they get is inside coverage-locally loval-vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.\* 1,688,000 people make it bigger than all Colorado or Nebraska. Nearly \$3 Billion E.B.I. - and it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.

call your H-R man now!

















ARB and Nielsen agree! **now** 



# MOVIE SPECTACULAR

PARAMOUNT WARNER BROS. MGM UNITED ARTISTS NOW 1000 -1200 M. 7 NIGHTS WEEKLY WTCN-TV



ASK BOB FRANSEN WTCN-TV NATIONAL SALES MANAGER OR YOUR KATZ MAN FOR SALES INFORMATION, RATING DETAILS, AND THE FEW REMAINING AVAILABILITIES.



Represented nationally by the Katz Agency Affiliate ABC-Television Network

\*ARB AND NIELSEN AUGUST 1958 AVERAGE OF ALL COMPETITIVE TIME PERIODS.

| Soaps and Cleansers   |  | How spot radio keeps the cows contented   | 7 June p. 38<br>28 June p. 40  |
|---|--|---|--|
| Lestoil's fabulous four years in tv   | 15 Feb. p. 37  | New Era scouts for potato chip sales via spot radio   | 26 June p. 40  |
| Lestoil's fabulous four years in tv   | 7 June p. 34   | Network   | 15 71 1 04   |
|   | 21 June p. 42  | Where does net radio go from here?  | 15 Feb. p. 34<br>1 Mar. p. 38  |
| Tobacco Products  |  | New life for net radio commercials  | 19 Apr. p. 39  |
| The "arty" sell-and to men at that! (cigars)  | 18 Jan. p. 36  | Net radio's comeback trail  | 19 Apr. p. 42<br>26 Apr. p. 43   |
| Miscellaneous Products  |  | Ask Culligan: Is NBC back on top?   | 7 June p. 31   |
| Customers first—ratings second (AMF)  | 25 Jan. p. 34  | Radio at the "sound" barrier: Challenge to both   | 00 7 24  |
| Chain saws? Sell 'em with radio (McCulloch)   | 29 Mar. p. 41  | timebuyers and the programers   | 28 June p. 34  |
| Bell & Howell: "Buy when others are selling"  | 19 Apr. p. 44  | Radio Basics  |  |
| Bright outlook for soft goods: bright future for air<br>Trewax grows with proven formula: spot radio  | 3 May p. 36<br>17 May p. 40  | 1957 radio set sales biggest since tv era   | 4 Jan. p. 37<br>1 Feb. p. 37   |
| Johnson Motors takes plunge in network tv   | 31 May p. 40   | Network radio business up after dip<br>Web radio advance continues  | 1 Mar. p. 45   |
| Tuck Tape challenges a competitive giant with tv  | 14 June p. 43  | Web radio's warm weather clients  | 26 Apr. p. 43  |
| PROGRAMING  |  | Radio set sales dip, but circulation is up<br>Network radio sales in June down 3%   | 24 May p. 45<br>21 June p. 43  |
| Programing prestige at spot costs   | 4 Ian. p. 33   |   | az jano pr   |
| Sponsor Asks: Is N.Y.'s tv talent pool drying up?   | 4 Jan. p. 33<br>25 Jan. p. 42  | Radio Results   | 11 Jan. p. 46  |
| Next fall's tv: Comedy or Western?  | 15 Feb. p. 31<br>15 Feb. p. 36   | Service station, shoes and apparel, music store<br>Housing, air conditioners, shelves, jewelers   | 8 Feb. p. 48   |
| Is there a cloud over satire on tv?   | 22 Feb. p. 30  | Car dealer, appliances, hose and trash cans, or-  |  |
| Lessons for admen from d.j. college   | 8 Mar. p. 32   | phan's Christmas  | 8 Mar. p. 62<br>5 Apr. p. 56   |
| Sponsor Asks: Which are more successful—cash  | 8 Mar. p. 34   | Hardware, tires, accessories, laundry   | 3 May p. 46  |
| prizes or merchandise?  | 8 Mar. p. 52   | Men's clothing, appliances and tv, restaurant and   |  |
| Sponsor Asks: How effective are p.r. films on tv? Radio programing: An attack, a defense  | 15 Mar. p. 60<br>22 Mar. p. 34   | food, spices, specials  | 31 May p. 56<br>28 June p. 52  |
| Sponsor Asks: What's ahead for live net tv shows?   | 29 Mar. p. 44  | Spot  | •  |
| Do jackpots attract crackpots?  | 5 Apr. p. 41   | Saturation radio's newest problem   | 25 Jan. p. 32  |
| Behind the tv "games" How fall tv lineups shape up  | 12 Apr. p. 31<br>12 Apr. p. 34   | How will spot radio beat 1957?  | 22 Feb. p. 32  |
| Radio's newest programing—the flexible formula  | 12 Apr. p. 38  | How the reps boosted first quarter spot radio sales   | 19 Apr. p. 35  |
| The soap operas are back  | 19 Apr. p. 38<br>3 May p. 42   | Spot radio tackles the local rates  | 26 Apr. p. 38<br>3 May p. 31   |
| "I watched your tv show last night and I think"   | 17 May p. 42   | Spot radio-progress after dark  | 10 May p. 29   |
| Violence in kids' shows: NAFBRAT target 9 years   | 17 May p. 35   | What buyers ask sellers about spot radio  | 7 June p. 32   |
|   |  |   |  |
| Why packager David Susskind won't keep quiet  After "adult" Westerns—what?  | 24 May p. 33   | RATINGS   |  |
| After "adult" Westerns—what?  Why they hitch the pitch to stars   | 31 May p. 34<br>7 June p. 29   | Customers first-ratings second  | 25 Jan. p. 34  |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio?  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36   | Customers first—ratings second "The answer to the ratings muddle"   | 1 Feb. p. 30   |
| After "adult" Westerns—what?  Why they hitch the pitch to stars   | 31 May p. 34<br>7 June p. 29   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on"   | 1 Feb. p. 30<br>22 Feb. p. 38  |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio?  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings   | 1 Feb. p. 30   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings REPRESENTATIVES Radio rates down, coorcage up (PGW)   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,00000?   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programmig: An attack, a defense  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,00000?   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27   |
| After "adult" Westerns-what? Why they hich the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio heat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fur radio: Hot rend in 1958  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 36   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets' What buyers ask sellers about spot radio   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 35<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 32   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio cose sinto high gear Fm radio: Hot trend in 1958 Auto radio chass market on the move  | 31 May p, 34<br>7 June p, 29<br>8 June p, 36<br>21 June p, 40<br>18 Jan. p, 33<br>8 Mar. p, 32<br>22 Mar. p, 34<br>22 Mar. p, 36<br>29 Mar. p, 78<br>5 Apr. p, 36  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 37<br>7 June p. 37   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Badio's newest programing—the flexible formula   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 36<br>29 Mar. p. 78<br>5 Apr. p. 36  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets' What buyers ask sellers about spot radio "Indies" attract big adult audiences "Ty reps urge new spot rates   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 35<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 32   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio.   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 78<br>5 Apr. p. 36<br>12 Apr. p. 38<br>12 Apr. p. 38   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences  | 1 Feb. p. 30 22 Feb. p. 38 29 Mar. p. 35  8 Mar. p. 38 19 Apr. p. 35 26 Apr. p. 42 10 May p. 27 24 May p. 31 7 June p. 32 7 June p. 37 14 June p. 32   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gerr Fm radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1958: Light sell   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 36<br>29 Mar. p. 78<br>5 Apr. p. 36<br>12 Apr. p. 36<br>12 Apr. p. 50<br>19 Apr. p. 50   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,0000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I,Q, on reps   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 32<br>7 June p. 37<br>14 June p. 48<br>21 June p. 35   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fm radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help overcome recession think- ing?   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 78<br>5 Apr. p. 36<br>12 Apr. p. 38<br>12 Apr. p. 38   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 32<br>7 June p. 37<br>14 June p. 34<br>14 June p. 38   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1958: Light sell How can air media help overcome recession think- ing? —Preview of summer's radio campaigns  | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 78<br>5 Apr. p. 36<br>12 Apr. p. 38<br>12 Apr. p. 50<br>19 Apr. p. 40<br>26 Apr. p. 16<br>Conv. Special<br>17 May p. 33  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I,000 bust the roof? How much ty does a spot follar buy?   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 35<br>9 Apr. p. 42<br>10 May p. 27<br>24 May p. 31<br>7 June p. 32<br>7 June p. 32<br>14 June p. 42<br>21 June p. 45   |
| After "adult" Westerns—what? Why they hitch the pitch to stars. What makes an advertiser buy radio? Chicago radio listeners up in arms.  RADIO General Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fm radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help overcome recession think- ing? Preview of summer's radio campaigns Why foreign cars are trying air media   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 36 29 Mar. p. 78 612 Apr. p. 36 12 Apr. p. 50 19 Apr. p. 40 26 Apr. p. 35 26 Apr. p. 35 26 Apr. p. 35 26 Apr. p. 35 27 28 Apr. p. 35 28 Apr. p. 37 38 Apr. p. 39 39 31 May p. 33   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor J&Sx's Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did ty cost-per-1,000 bus the roof? How much ty does a spot dollar buy? Radio rates down coverage up   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 21<br>24 May p. 31<br>7 June p. 32<br>7 June p. 32<br>14 June p. 32<br>14 June p. 35<br>75<br>11 Jan. p. 40<br>18 Jan. p. 42<br>8 Mar. p. 38   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  Can radio beat 1957?  Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fun radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Spensor Asks: How big will radio be in 1958? A look at tomorrow's radio campaigns Allow at tomorrow's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Spensor Asks: What is the future of stereophonic   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 36<br>29 Mar. p. 78<br>61 2 Apr. p. 36<br>12 Apr. p. 50<br>19 Apr. p. 45<br>26 Apr. p. 35<br>26 Apr. p. 35<br>26 Apr. p. 35<br>27 Apr. p. 35<br>28 Apr. p. 35<br>29 Mar. p. 33<br>17 May p. 33<br>17 May p. 33<br>21 June p. 31  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000?  Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "Ir yeps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I.000 bust the roof?  How much tv does a spot follar buy? Radio rates down, coverage up Spot v's million-dollar brands   | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 21<br>24 May p. 21<br>7 June p. 37<br>14 June p. 37<br>14 June p. 38<br>21 June p. 35<br>75<br>11 Jan. p. 40<br>18 Jan. p. 42<br>28 Mar. p. 38   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms.  RADIO General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958. Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1958: Light sell. How can air media help overcome recession think- ing? Why foreign cars are trying air media Why foreign cars are trying air media Hoby'te taking a new look at radio   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 36 29 Mar. p. 78 612 Apr. p. 36 12 Apr. p. 50 19 Apr. p. 40 26 Apr. p. 35 26 Apr. p. 35 26 Apr. p. 35 26 Apr. p. 35 27 28 Apr. p. 35 28 Apr. p. 37 38 Apr. p. 39 39 31 May p. 33   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "Y reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I.000 bust the roof? How much tv does a spot follar buy? Radio rates down, coverage up Spot te's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farm  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 21<br>24 May p. 31<br>7 June p. 32<br>7 June p. 32<br>14 June p. 32<br>14 June p. 35<br>75<br>11 Jan. p. 40<br>18 Jan. p. 42<br>8 Mar. p. 38   |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  Can radio beat 1957?  Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fun radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Spensor Asks: How big will radio be in 1958? A look at tomorrow's radio campaigns Allow at tomorrow's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Spensor Asks: What is the future of stereophonic   | 31 May p. 34<br>7 June p. 29<br>8 June p. 36<br>21 June p. 40<br>18 Jan. p. 33<br>8 Mar. p. 32<br>22 Mar. p. 34<br>22 Mar. p. 36<br>29 Mar. p. 78<br>61 2 Apr. p. 36<br>12 Apr. p. 50<br>19 Apr. p. 45<br>26 Apr. p. 35<br>26 Apr. p. 35<br>26 Apr. p. 35<br>27 Apr. p. 35<br>28 Apr. p. 35<br>29 Mar. p. 33<br>17 May p. 33<br>17 May p. 33<br>21 June p. 31  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor dsks': Is triple spotting necessarily bad? Rate your LQ, on reps  RESEARCH AND SURVEY Did tv cost-per-1,000 bust the roof? How much ty does a spot dollar buy? Radio rates down, coverage up Spot tv's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farm Sponsor dsks; Should stations be ranked by total  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 35<br>8 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>12 May p. 27<br>17 June p. 37<br>14 June p. 37<br>14 June p. 38<br>21 June p. 35<br>75<br>11 Jan. p. 40<br>18 Jan. p. 42<br>28 Mar. p. 38<br>15 Mar. p. 49<br>22 Mar. p. 38  |
| After "adult" Westerns—what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO General  Can radio beat 1957?  Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fm radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1958: Light sell How can air media help overcome recession think- ing? Preview of summer's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Sponsor Asks: What is the future of stereophonic broadcasting?  Case Histories  Piggr-back marketing, radio launch new product   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 18 Mar. p. 32 22 Mar. p. 36 29 Mar. p. 76 20 Mar. p. 78 612 Apr. p. 78 612 Apr. p. 50 19 Apr. p. 40 26 Apr. p. 35 26 Apr. p. 35 26 Apr. p. 35 27 31 T May p. 33 31 May p. 34 31 May p. 33 32 J June p. 31 21 June p. 52  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,00009? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences Ty reps urge new spot rates Sponsor dsks': Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-1,000 bust the roof? How much ty does a spot dollar buy? Radio rates down, coverage up Spot tv's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farm Sponsor dsks; Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ABB  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>12 May p. 27<br>14 June p. 37<br>14 June p. 37<br>14 June p. 48<br>21 June p. 35<br>75<br>11 Jan. p. 40<br>18 Jan. p. 42<br>28 Mar. p. 38<br>15 Mar. p. 49<br>22 Mar. p. 30<br>29 Mar. p. 38   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO  General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio cose sinto high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help vercome recession think- Presièw of summer's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Sponzor Asks: What is the future of stereophonic broadcastings Case Histories Piggr-back marketing, radio launch new product Radio Selbs Esnas in Boston (Monmouth)  | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 34 22 Mar. p. 36 29 Mar. p. 73 12 Apr. p. 36 12 Apr. p. 36 12 Apr. p. 36 20 Apr. p. 35 20 Apr. p. 36 20 Apr. p. 35 20 Apr. p. 35 20 Apr. p. 35 21 June p. 31 21 June p. 32 1 June p. 31 21 June p. 52  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps hoosted first quarter spot radio sales Will Blair he the first rep to hit \$100,000,000?  Spot th's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "Iv reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost per-J000 bust the roof? How much tv does a spot follar buy? Radio rates down, coverage up Spot ty's million-dollar brands The timebuyer: Two revealing surveys Ari media dominate the farm Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ARB Network ploss spot equals big rating  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 37<br>7 June p. 37<br>14 June p. 37<br>14 June p. 38<br>21 June p. 48<br>21 June p. 48<br>21 June p. 48<br>21 Mar. p. 48<br>21 Mar. p. 48<br>21 Mar. p. 48<br>21 Mar. p. 39<br>22 Mar. p. 30<br>29 Mar. p. 30<br>29 Mar. p. 30<br>29 Mar. p. 30<br>29 Mar. p. 34<br>26 Apr. p. 52<br>3 May p. 38   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO  General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Adsis: How big will radio be in 1958? A look at tomorrow's radio Radio 1936: Light self Herman air media help overcome recession think- ing? Precise of summer's radio campaigns Why foreign cars are trying air media Thep're taking a new look at radio Sponzor Adsis: What is the future of stereophonic broadcastings Case Histories  Piggy-back marketing, radio launch new product Radio selbs beans in Boston (Mommouth) Radio kills a sales slump (Beech-Nut) Chain sawe? Sell 'em with radio   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 34 22 Mar. p. 34 29 Mar. p. 73 12 Apr. p. 36 12 Apr. p. 36 12 Apr. p. 35 12 Apr. p. 35 12 Apr. p. 36 12 Apr. p. 35 13 TMay p. 39 21 June p. 31 21 June p. 52  4 Jan. p. 34 11 Jan. p. 33 15 Mar. p. 35 | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blair be the first pumpler rates. Where are today's hot spot markers? Where are today's hot spot markers? What buyers ask sellers about spot radio "Indiae" attract big adult audiences. Ty reps urge new spot rates. Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-L000 bust the roof? How much ty does a spot dollar buy? Radio rates down, coverage up Spot v's million-dollar brands The timebuyer: Two revealing surveys Ari media dominate the farm. Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ARB Network plus spot equals big rating All about women: The influential sex and radio Where are today's hot spot amarkets?  | 1 Feb. p. 30 22 Feb. p. 38 29 Mar. p. 38 19 Apr. p. 35 8 Mar. p. 38 19 Apr. p. 35 26 Apr. p. 42 10 May p. 27 24 May p. 37 7 June p. 37 14 June p. 37 14 June p. 38 21 June p. 48 21 June p. 48 21 June p. 48 22 June p. 35 11 Jan. p. 40 18 Jan. p. 42 22 Mar. p. 38 15 Mar. p. 49 22 Mar. p. 38 26 Apr. p. 32 27 May p. 32 17 May p. 42 21 May p. 38  |
| After "adult" Westerns—what? Why they hitch the pitch to stars. What makes an advertiser buy radio? Chicago radio listeners up in arms.  RADIO General  Can radio beat 1957?  Lessons for admen from d.j. college. Radio programing: An attack, a defense. Auto radio goes into high gear. Fur radio: Hot trend in 1958. Auto radio: Mass market on the move Radio's newest programing—the flexible formula. Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio. Radio 1938: Light sell. How can air media help overcome recession thinking? Preview of summer's radio campaigns. Why foreign cars are trying air media. They're taking a new look at radio. Sponzor Asks: What is the future of stereophonic broadcasting?  Case Histories Piggy-back marketing, radio launch new product. Radio sells beans in Boston (Monmouth) Chain sawe? Sell 'em with radio. Plymonth less on radio to nave also.   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 18 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 36 29 Mar. p. 78 61 2 Apr. p. 36 12 Apr. p. 36 12 Apr. p. 35 12 Apr. p. 35 12 Apr. p. 35 13 May p. 33 17 May p. 33 17 May p. 33 17 May p. 31 21 June p. 52  4 Jan. p. 34 11 Jan. p. 33 15 Mar. p. 36 29 Mar. p. 46  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to hit \$100,000,000? Spot tv's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "ty reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I,000 bust the roof? How much tv does a spot follar buy? Radio rates down, coverage up Spot tv's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farm of the reps of the  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 32<br>17 June p. 32<br>14 June p. 32<br>14 June p. 35<br>15 June p. 35<br>15 June p. 35<br>15 June p. 36<br>18 June p. 36<br>19 June p. 36<br>19 June p. 36<br>19 June p. 38<br>10 Mar. p. 40<br>20 Mar. p. 38<br>20 Mar. p. 38<br>20 Mar. p. 38<br>10 May p. 38<br>10 May p. 32<br>17 May p. 33<br>11 May p. 33 |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO  General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goss into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help overcome recession think- Precise of summer's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Sponzor Asks: What is the future of stereophonic broadcasting?  Case Histories  Piggy-back marketing, radio launch new product Radio sells beans in Boston (Momnouth) Radio kills a sales slump (Beech-Nat) Chain sawe? Sell 'em with radio Pylmouth bets on radio to spur sales A small premium—but big sales (Pficer)  | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 620 Mar. p. 73 12 Apr. p. 36 12 Apr. p. 37 13 May p. 39 21 June p. 31 21 June p. 31 21 June p. 52 4 Jan. p. 34 4 Jan. p. 33 15 Mar. p. 33 15 Mar. p. 33 15 Mar. p. 36 20 Mar. p. 41 10 Apr. p. 41   | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "Y reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I,000 bust the roof? How much tv does a spot follar buy? Radio rates down, coverage up Spot te's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farms Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ARB Network plus spot equals big rating Very and the spot of the spot | 1 Feb. p. 30 22 Feb. p. 38 29 Mar. p. 38 19 Apr. p. 35 8 Mar. p. 38 19 Apr. p. 35 26 Apr. p. 42 10 May p. 27 24 May p. 37 7 June p. 37 14 June p. 37 14 June p. 38 21 June p. 38 21 June p. 38 22 June p. 38 11 Jan. p. 42 22 Mar. p. 38 15 Mar. p. 49 22 Mar. p. 30 29 Mar. p. 30 29 Mar. p. 32 20 Apr. p. 52 3 May p. 32 17 May p. 42 21 May p. 31 31 May p. 33 21 May p. 31 31 May p. 31 31 May p. 31 31 May p. 31 31 May p. 31   |
| After "adult" Westerns-what? Why they hitch the pitch to stars What makes an advertiser buy radio? Chicago radio listeners up in arms  RADIO  General  Can radio beat 1957? Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fin radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponsor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help overcome recession think- ings. Why foreign curs are trying air media They're taking, when we have been a sell to be | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 620 Mar. p. 73 12 Apr. p. 36 12 Apr. p. 35 13 May p. 33 17 May p. 33 15 Mar. p. 32 1 June p. 52 4 Jan. p. 34 4 Jan. p. 34 4 Jan. p. 34 11 Jan. p. 33 15 Mar. p. 36 29 Mar. p. 41 10 Apr. p. 41 10 Apr. p. 41 10 Apr. p. 41  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&G reads the ratings  REPRESENTATIVES  Radio rates down, coverage up (PGW) How the reps boosted first quarter spot radio sales Will Blain be the first rep to hit \$100,000,000?  Spot tv's rocky road to simpler rates Where arroter of the simpler rates Where arroter of sellers about spot radio "Indies" attract big adult audiences Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY  Did tv cost-per-1,000 bust the roof? How much tv does a spot dollar bury? Radio rates down, coverage up Spot tv's million-foller brates Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ARB Network plus spot equals big rating All about women: The influential sex and radio where are today's hot spot markets? April ARB tv sets-in-use above same month in '57 "Indies" attract big adult audiences Needed: More details on tv audiences  | 1 Feb. p. 30<br>22 Feb. p. 38<br>29 Mar. p. 38<br>19 Apr. p. 35<br>26 Apr. p. 42<br>10 May p. 27<br>24 May p. 32<br>17 June p. 32<br>14 June p. 32<br>14 June p. 35<br>15 June p. 35<br>15 June p. 35<br>15 June p. 36<br>18 June p. 36<br>19 June p. 36<br>19 June p. 36<br>19 June p. 38<br>10 Mar. p. 40<br>20 Mar. p. 38<br>20 Mar. p. 38<br>20 Mar. p. 38<br>10 May p. 38<br>10 May p. 32<br>17 May p. 33<br>11 May p. 33 |
| After "adult" Westerns—what? Why they hitch the pitch to stars. What makes an advertiser buy radio? Chicago radio listeners up in arms.  RADIO General  Can radio beat 1957?  Lessons for admen from d.j. college Radio programing: An attack, a defense Auto radio goes into high gear Fur radio: Hot trend in 1958 Auto radio: Mass market on the move Radio's newest programing—the flexible formula Sponzor Asks: How big will radio be in 1958? A look at tomorrow's radio Radio 1938: Light sell How can air media help overcome recession think- ing? Preview of summer's radio campaigns Why foreign cars are trying air media They're taking a new look at radio Sponzor Asks: What is the future of stercophonic broadcasting?  Case Histories Piggy-back marketing, radio launch new product. Radio sells beans in Boston (Monmouth) Radio kells sales slump (Beech-Nut) Chain sawa? Sell 'em with radio Plymonth bets on radio to spur sales A small premium—but big sales (Pfierr) Radio passes anaica's retail stores   | 31 May p. 34 7 June p. 29 8 June p. 36 21 June p. 40  18 Jan. p. 33 8 Mar. p. 32 22 Mar. p. 34 22 Mar. p. 36 29 Mar. p. 78 612 Apr. p. 50 19 Apr. p. 40 26 Apr. p. 35 21 June p. 31 17 May p. 33 17 May p. 33 21 June p. 52 4 Jan. p. 34 11 Jan. p. 32 21 June p. 52 4 Jan. p. 34 11 Jan. p. 34 11 Jan. p. 34 11 Jan. p. 36 29 Mar. p. 41 10 Apr. p. 40 26 Apr. p. 41 10 Apr. p. 40 26 Apr. p. 41  | Customers first—ratings second "The answer to the ratings muddle" "Let's have ratings we can depend on" P&C reads the ratings  REPRESENTATIVES Radio rates down, coverage up (PCW) How the reps boosted first quarter spot radio sales Will Blair be the first rep to his \$100,000,000? Spot te's rocky road to simpler rates Where are today's hot spot markets? What buyers ask sellers about spot radio "Indies" attract big adult audiences "Y reps urge new spot rates Sponsor Asks: Is triple spotting necessarily bad? Rate your I.Q. on reps  RESEARCH AND SURVEY Did tv cost-per-I,000 bust the roof? How much tv does a spot follar buy? Radio rates down, coverage up Spot te's million-dollar brands The timebuyer: Two revealing surveys Air media dominate the farms Sponsor Asks: Should stations be ranked by total tv coverage or by metropolitan area? Upward viewing trend continues: ARB Network plus spot equals big rating Very and the spot of the spot | 1 Feb. p. 30 22 Feb. p. 38 29 Mar. p. 38 19 Apr. p. 35 8 Mar. p. 38 19 Apr. p. 35 26 Apr. p. 42 10 May p. 27 24 May p. 27 17 June p. 37 14 June p. 37 14 June p. 38 21 June p. 38 15 Mar. p. 40 18 Jan. p. 42 28 Mar. p. 38 15 Mar. p. 39 29 Mar. p. 30 29 Mar. p. 38 10 May p. 39 7 June p. 37 31 May p. 31 31 May p. 31 31 May p. 31 31 May p. 37                             |

| ARB May viewing figures: some declines from '57<br>A new way to measure tv commercial effectiveness | 28 June p. 42<br>28 June p. 40  | Tv spot sells via mail order Tv's new star salesman: Emily Tipp                        | 26 Apr.<br>26 Apr. |    |    |
|---|---------------------------------|--|--------------------|----|----|
|   |                                 | Oona O'Tuna drops anchor in spot tv  | 3 May              |    |    |
| SPECIAL ISSUES, SECTIO  | NS                              | "Minute" shows sell Nescafe  | 17 May             |    |    |
| Tv Results  | 4 Jan. p. 41                    | U. S. Steel's new campaign: sell canned soft drinks                                    | 24 May             |    |    |
| Film '58: Annual report   | 1 Feb. p. 41                    | How Welch's tomato juice "double sells" on tv  | 24 May             |    |    |
| Summer selling  | 8 Mar. p. 39                    | Johnson Motors takes plunge in network tv  | 31 May             |    |    |
| NAB convention special  | 26 Apr. p. 48                   | Tv show promotion—bank style   | 7 June             |    |    |
| TELEVISION  |                                 | Tuck Tape challenges a competitive giant with tv<br>Bab-O introduces animated salesman | 14 June<br>21 June |    |    |
| General   |                                 | Network  |                    |    |    |
| Jack Cunningham's challenge to Madison Ave.   | 18 Jan. p. 39                   | Network tv must re-tool!   | 1 Feb.             | p. | 27 |
| How much tv does a spot dollar buy?   | 18 Jan. p. 42                   | Next fall's tv: Comedy or Western?   | 15 Feb.            | p. | 31 |
| Sponsor Asks: Is tv becoming boring?  | 18 Jan. p. 54                   | Sponsor Asks: What's ahead for live net tv?  | 29 Mar.            | p. | 44 |
| Tv gets set to sell   | 25 Jan. p. 38                   | The product protection headache  | 5 Apr.             |    |    |
| Is there a cloud over satire on tv?   | 15 Feb. p. 36                   | Network tv races the DST clock-and wins  | 12 Apr.            |    |    |
| How to fight fee tv   | 15 Feb. p. 40                   | How fall tv lineups shape up   | 12 Apr.            |    |    |
| Tv specials: Identification plus  | 22 Feb. p. 30                   | The soap operas are back   | 19 Apr.            |    |    |
| Sponsor Asks: Is competitive bidding on story-  |                                 | Net tv: New incentives for clients   | 3 May              |    |    |
| boards sound practice?  | 22 Feb. p. 48                   | Net tv faces new threat: Justice Dept.   | 7 June             |    |    |
| Will tv give 12-month rate protection?  | 1 Mar. p. 29                    | How net tv shows line up for fall  | 21 June            |    |    |
| 3 clients, 3 markets, 1 tv show   | 1 Mar. p. 32                    | Why admen don't want television networks curbed  | 28 June            | p. | 38 |
| Triple-spotting showdown  | 8 Mar. p. 29                    | Spot   |                    |    |    |
| Sponsor Asks: How effective are p.r. films on tv?   | 15 Mar. p. 60                   | Spot tv's million-dollar brands  | 15 Mar.            | n. | 49 |
| World-wide television growth  | 5 Apr. p. 38                    | Minute chain break: Coming on tv?  | 29 Mar.            |    |    |
| Tv's man of the hour—the consultant   | 12 Apr. p. 29                   | Spot tv's rocky road to simpler rates  | 10 May             |    |    |
| Tv tape: New vistas and problems  | 26 Apr. p. 31                   | Spot tv-the good new summertime  | 10 May             |    |    |
| Is Videotape practical now?   | 26 Apr., p. 33                  | Triple spotting: Grade-A mess  | 14 June            | p. | 29 |
| How can air media help overcome recession think-<br>ing?  | 26 Apr., p. 16<br>Conv. Special | An advertiser speaks out against triple spotting                                       | 14 June            | p. | 30 |
| Sponsor Asks: Can you keep live ty costs down?  | 10 Mar. p. 52                   | An agency man speaks out against triple-spotting                                       | 14 June            | p. | 30 |
| How they woo cagey clients into tv  | 17 May p. 31                    | Tv reps urge new spot rates  | 14 June            |    |    |
| Why foreign cars are trying air media   | 17 May p. 31                    | Sponsor Asks: Is triple spotting necessarily bad?                                      | 14 June            |    |    |
| Educational tv: A perennial problem   | 17 May p. 43                    | How spot tv's unified effort paid off  | 28 June            | p. | 31 |
| Sponsor Asks: How adult can tv get about sex?   | 24 May p. 48                    | Tv Basics and Comparagraph   |                    |    |    |
| Color tv: No problem for packaging  | 7 June p. 40                    | This year the axe drops fast   | 18 Jan.            | n. | 45 |
| A new look at the old tv vs. print controversy  | 21 June p. 41                   | Ty set growth continues at healthy pace  | 15 Feb.            |    |    |
| Will tv gain by brighter outlook for hard goods?  | 28 June p. 33                   | Daytime tv viewing is on the rise  | 15 Mar.            | p. | 39 |
| Tv revenue: How high will it climb?   | 28 June p. 36                   | Network tv's spring housecleaning  | 12 Apr.            |    |    |
| Case Histories  |                                 | Web tv viewers: They're not fickle   | 10 May             | p. | 39 |
|   |                                 | Daytime tv viewing up, Nielsen shows   | 7 June             | p. | 41 |
| The "arty" sell—and to men at that! (cigars)  | 18 Jan. p. 36                   | Tv Results   |                    |    |    |
| The secret of selling with kids' tv (Cocoa Marsh)   | 8 Feb. p. 30                    |  | 4 T                |    | 41 |
| Lestoil's fabulous four years in tv   | 15 Feb. p. 37                   | Annual roundup, 1957   | 4 Jan.<br>25 Jan.  |    |    |
| Why use tv when you sell door-to-door? (Avon)   | 22 Feb. p. 34<br>22 Mar. p. 38  | Bank, toys, processed foods, laundry and cleaners                                      | 22 Feb.            |    |    |
| Sell gasoline via kids' shows? (Union Oil)  | 22 Mar. p. 38<br>29 Mar. p. 40  | Automobiles, soft drinks, supermarkets, paint  | 22 Feb.<br>22 Mar. |    |    |
| Tv: One retailer's best friend  | 5 Apr. p. 40                    | Movie, sport goods, auto supplies  | 19 Apr.            |    |    |
| Create a market—sell a schedule (Cocoa Marsh)   | 12 Apr. p. 39                   | Restaurant, flour, furniture, public relations   | 17 May             |    |    |
| Bell & Howell: "Buy when others are selling"  | 19 Apr. p. 44                   | Milk products, mattresses, power mowers, appliances                                    | 14 June            |    |    |
| Day mach omers are setting  | * *                             |  |                    | E. |    |
|   |                                 |  |                    |    | -  |

# THESE USEFUL SALES REPRINTS AVAILABLE FROM SPONSOR

Send this order blank to Readers' Service, SPONSOR, 40 E. 49 St., New York 17, or phone MUrray Hill 8-2772 in New York. All editorial reprints will be shipped promptly.

| MUrray Hill 8-2772 1      | n New York. | All editorial reprii | its will be snip  | pea prompuy. |   |
|---------------------------|-------------|----------------------|-------------------|--------------|---|
| BOOKS AND BOOKLET         | S           |                      | REP               | RINTS        |   |
| ouyers of the U. S., 1958 | @ \$2       |                      |                   | Quantity     | F |
| unvine Racics 1955        | @ \$2       | 10E0 N               | Laboration Design | 1 4- 0       | _ |

| Timebuyers of the U. S., 1958    | @ \$2 | 2                     | Quantity   | Price |
|----------------------------------|-------|-----------------------|------------|-------|
| Timebuying Basics, 1955          | @ \$2 | 1958 Marketing Basics | 1 to 9     | 35¢   |
| Buyers' Guide, 1957              | @ \$1 |                       | 10 to 49   | 25¢   |
| All-Media Evaluation Study, 1954 |       |                       | 50 to 99   | 20∉   |
| Tv Dictionary/Handbook, 1955     | @ \$1 |                       | 100 to 499 | 15¢   |
|                                  |       |                       | 500 to 999 | 12½¢  |
|                                  |       |                       | 1000       | 104   |

|  | BOUND VOLUM            | 455     | 1000 or more           | 10¢ |
|--|------------------------|---------|------------------------|-----|
| 1957 issues (52 weekly plus all special) | @ \$22.50<br>@ \$15.00 | Binders | 1 for \$4<br>2 for \$7 |     |
| NAME                                     | ADDRI                  | ESS     |                        |     |

BILL ME PAYMENT ENCLOSED (ALL PRICES INCLUDE POSTAGE)

58

# **NOW WORKING TOGETHER\***

...to bring you the exciting story of the new force in Southeastern TV

# WLOS-TV

# Asheville - Greenville - Spartanburg

proudly announces the appointment of Peters, Griffin, Woodward, Inc. as its national representative. To a station already possessing formidable advantages, now add yet another: representation by one of the nation's outstanding station representatives.

\*Effective September 24, 1958

# PETERS, GRIFFIN, WOODWARD, INC.

is honored to represent WLOS-TV.Working with WLOS-TV's aggressive new management, we are now ready to tell you the remarkable facts about WLOS-TV's wast coverage...its 425,360 TV homes in 62 counties of 6 states...its unduplicated ABC network coverage. Watch WLOS-TV!



# What audience promotion devices have you found mos

With stations continually trying new audience promotions, station men and a promotion specialist discuss their most effective methods.

Jack Roth, manager, KONO Radio, San Antonio, Texas



Contests with believability

The most effective audience promotion devices are those that please the most people.

KONO, in the past several years, has used innumerable different participation games and contests that apparently have had a very strong reaction on the San Antonio radio audience. We are currently in the enjoyable position of celebrating our 15th rise in the Hooper share of audience in the last 16 months. I believe that our substantial and sound increases in audience is based on the fact that not only is our sound good and our audience promotion effective, but all promotions we have used have been four square. They are quite obviously legitimate and the public has recognized that fact.

It would be easy to quote figures and facts on what happens when a station does not use this policy of straightforward contests and audience participations, but of necessity and good taste. I will not go into that facet. Just as sound business principles should be the order for your day to day business, this same approach must be applied to all promotions that involve the public.

Barnum's old line was just partially correct in that there may be a sucker born every minute, but you don't fool the same customer twice in a row.

It is very difficult to outline specific instances of successful promotions when we use a continuing number that are different and are at variance with each other. The most recent game that we used is known as the KONO Box Contest and it works in the following

The first person who calls from the DIamond-2 exchange is the winner, after the call has been verified. Upon verification of the call, the winner is talked to by the deejay on the air and is given the opportunity to win \$8.60 (our frequency), or a try in the KONO Mystery Box. We placed in this box everything from an automobile, automatic washer, KONO pencils for the entire family, or 860 quarters. It is surprising to note that 95% of the winners chose the box rather than take the \$8.60 in cash . . . even though a great number of the prizes were of lesser value than the \$8.60.

Every station operator should bear in mind that there is no substitute for imaginative and progressive management which entails running your operation in such a manner that it will attract large numbers of listeners. This is the purpose of KONO—to attract the largest audience the greatest amount of time in a 21 hour period.

Our programing is delicately balanced in the Music Department, along with a team of 11 Newsmen that have the two highest AP Awards this year for continuous coverage in a major metropolitan market and Special Events Coverage—awarded by AP in Texas. These are the important facets of the operation that go together to make up a truly outstanding radio station.

Hal Blake, Andlee Associates, Inc., New York, promotion specialists



Contests that sell a specific idea

As promotion specialists, we have been

called in to make recommendations covering a multitude of situations. Naturally, certain audience promotion devices are more effective in solving specific problems for certain stations. But one audience promotion technique has proved most effective for meeting the greatest variety of problems. Contests, specifically contests awarding merchandise prizes, have undoubtedly proved effective for most situations.

The most common error made by stations in this area is that they create contests for the sake of having a contest, or because of a vague belief that it would hypo their ratings. These promotions accomplish little or nothing toward a contest's true goal: the long range, steady build-up of audience. Contests must be built on a solid foundation of sales. In other words, the contest must sell! This is the only real goal a contest can have. Otherwise, it will be a waste of time and money.

When planning your contest, determine what is most salable about your station from the audience viewpoint, and then put your best foot forward. What are you strong points? Is it that witty morning man, or possibly the evening show with the great potential. Or perhaps you changed call letters or improved your news coverage. Once you have determined what you want to sell the public, you fashion your contest accordingly.

Don't make the mistake of letting a cute idea for a contest becloud the objective. If you let this happen, the contest deteriorates to a contest for its own sake. This can't happen if you first define the purpose of the promotion and then create the contest. If it's to sell a new personality, make sure the personality is woven into the contest. Be sure the contest is interesting, and at the same time entertaining, and make sure the prizes are right. Numerous contests have flopped because the prizes lacked audience appeal.

The one most important rule of contest planning—and this is a rule a station should never break—is never give

# ffective?

away money. Money just isn't interesting when in the hand of others. In spite of the fact than retwork quizzes attracted interest by giving away vast sums of money, people find it difficult to identify themselves with cash winners. The average listener just cannot believe he can win money. But merchandise is a prize of a different color, for he has an intimacy with merchandise that he does not have with money.

In addition, the current quiz show scandals have raised suspicion on cash give-aways, and people tend to doubt the legitimacy of money prizes. But merchandise does not share this onus.

In fact, to go further, for the same reasons, a number of small prizes are a bigger draw than one large prize.

In closing, I'd like to make these points: keep the contest simple, keep it brief, keep in uncomplicated, and make it easy to enter. And remember, it's a sales tool, not a circus.

Eugene S. Thomas, vice pres. & general manager, KETV, Omaha, Neb.



A contest that motivates viewers

KETV's "Quote to Click" contest is one of the most effective audience promotion devices used by KETV. The contest took the Omaha area by storm, and nearly everyone, including advertising media men, played the game.

The station marked its first anniversary during September. The contest helped promote the anniversary as "Sevensational September" on Channel 7, the month when another "wonderful year of programs begin."

Entries piled up to 2500 pieces in one day. The contest asked viewers to determine well-known quotations by adding letters to blanks presented on a

(Please turn to page 86)

# WCSH-TV 6

NBC Affiliate

Portland, Maine



# EVER SINCE WE WERE THE EARLY BIRD

Over the long 5-year haul, since we were first on the air, the "Program Dominance" of 6 has been an established fact — established by every single survey taken in our service area. This marked viewer preference, most recently confirmed by NCS #3, provides a billion dollar plus market with 286,600 TV Homes.

Remember what they say about early birds and check current avails. with your Weed man.

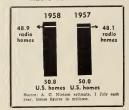
### A RINES STATION

A matching schedule on ch. 2 in Bangor saves an extra 5%

# Facts & figures about radio today

### 1. CURRENT RADIO DIMENSIONS

#### Radio homes index



### Radio station index

|          |     | End o              | of S | eptemb         | er | 1958                 |   |                               |
|----------|-----|--------------------|------|----------------|----|----------------------|---|-------------------------------|
|          |     | Stations<br>on air |      | CPs not on air |    | New station requests |   | lew station*<br>ds in hearing |
| Am<br>Fm | 1   | 3290<br>561        | 1    | 101<br>98      |    | 449<br>39            | [ | 109<br>30                     |
|          |     | End o              | f S  | eptemb         | er | 1957                 |   |                               |
| Am<br>Fm | - 1 | 3070<br>519        | 1    | 142<br>36      | -  | 350<br>38            |   | 113<br>4                      |

### Radio set index

| 1958        | 1957                                    |
|-------------|---|
| 95,400,000  | 90,000,000                              |
| 37,200,000  | 35,000,000                              |
| 10,000,000* | 10,000,000                              |
| 142,600,000 | 135,000,000                             |
|             | 95,400,000<br>37,200,000<br>10,000,000* |

### Radio set sales index

| Туре  | Aug. 1958 | Aug. 1957 | 8 Months<br>1958 | 8 Months<br>1957 |
|-------|-----------|-----------|------------------|------------------|
| Home  | 658,247   | 710,553   | 4,111,080        | 4,947,006        |
| Auto  | 242,915   | 301,971   | 1,893,813        | 3,392,926        |
| Total | 901,162   | 1.012.524 | 6,004,893        | 8.339.932        |

# 2. TOP SHOWS IN SPOT RADIO\*

#### **ATLANTA** Network Local Wrld Nws Rndp (M-Sn) 8 a.m. NBC 8.9 Local Nws (M-Sn) WSB Ma Perkins (M-F) 4.7 7:45 a.m. Helen Trent (M-F) 4.5 Merry Go Round (M-Sn) 8.4 Nora Drake (M-F) 4.5 Morn, Melodies (M-Sn) 8.4

# BIRMINGHAM

| Network              |     | Local                 |     |
|----------------------|-----|-----------------------|-----|
| Wrld Nws Rndp (M-Sn) |     | Baseball (M-F) 8 p.m. |     |
| 7 a.m. CBS           | 6.3 | WBRC                  | 7.0 |
| Ma Perkins (M-F)     | 4.7 | Morning Watch (M-Sat) | 6.0 |
| Arthur Godfrey (M-F) | 4.6 | Good Morning (M-Sat)  | 5.8 |

| E                    | ALTI | MORE                                   |                |
|----------------------|------|--|----------------|
| Network              |      | Local                                  | Netwo          |
| Arthur Godfrey (M-F) | 5.7  | Baseball (Sat) 3:30 p.m.               | Wrld Nws Rndp  |
|                      |      | WBAL 13.5                              | 8 a.m. CBS     |
| Helen Trent (M-F)    | 4.4  | Baseball (Sun) 5:30 p.m.               | Arthur Godfrey |
| Ma Perkins (M-F)     | 4.4  | WBAL 9.8 Dialing For Dollars (M-F) 7.6 | Young Dr. Malo |
| Ma Perkins (M-F)     | 4.4  | Dialing For Dollars (M-F) 1.0          | Toung Dr.      |

## **BOSTON**

| Network                    | Local                    |
|----------------------------|--------------------------|
| Wrld Nws Rndp (M-Sat)      | Baseball (Sun) 3:30 p.m. |
| 8 a.m. CBS 5.7             | WHDH 6.6                 |
| Arthur Godfrey (M-F) 5.0   | Baseball (Sat) 3:30 p.m. |
| •                          | WHDH 6.5                 |
| Young Dr. Malone (M-F) 4.6 | Carl DeSuze (M-Sat) 6.3  |

\*Pulse, July-August 1958, highest quarter-hour rating.

wherever they be it's



first in the Negro Community



Great things are happening in the Negro community of Greater New York. Its growth, for one thing, has been enormous—41% in the past 7 years alone. The income level has risen substantially. And with this rise has come the possibility to satisfy the natural urge to buy better things, to achieve a better way of life.

Breaking away from traditional neighborhoods, the new Negro community of Greater New York is a vital economic force of 427,054 able-to-buy families in the 17-county New York, New Jersey, and Connecticut area. With  $11\frac{1}{2}$  hours a day of Negro community programming, WOV is the only New York station that reaches this market in its entirety.

And WOV is reaching more of it on every survey made. Ask us for the new brochure, "Maximum Sales in the Negro Market of New York." You'll find it full of the solid, factual material you need before you buy.

WOV NEW YORK

# Topeka has 1 TV Station WIBW-TV is it



That's Why NOBODY FROM NOWHERE Can Saturate TOPEKA like

WIBW-TV SATURATES TOPEKA



### ALL DAY-ANY DAY Here's why survey-proved WIBW-TV is your best buy for complete coverage

of the entire Topeka Farm market. WIBW-TV commands the viewing oudi-ence. Note current survey figures:

Share of Audience Monday-Sunday 7:45-12 N. 12 N.-6 p.m. 6 p.m.-12 Mid.

57.0% 50.3% 51.1% In the 447 rated quarter-hours . . . WIBW-TV ranked FIRST.

In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of

37.09%.
WIBW-TV serves 38 rural and urban counties in the heart of Kansas...where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.

WIBW-TV saturates 218,190 TV homes.
 (NCS-#3)

### Survey Figures Prove WIBW-TV's Value

Not even the combined efforts of 3 dis-tant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, accord-ing to a current survey.

Share of Audience Monday-Sunday

7:45 12N 6 p.m. 12N 6p.m. 12 Mid. WIBW-TV, TOPEKA 57.0% 50.3% 51.1% Sta. A, Konsas City 10.7 10.0 9.7 Sta. B, Konsos City 6.1 10.4 9.6 Sta. C, Kansas City 13.4 14.7 15.3

WIBW-TV CBS-ABC Channel 13 Topeka, Kansas

REPRESENTED BY AVERY-KNODEL, INC.



National and regional spot buys in work now or recently completed

# SPOT BUYS

### TV BUYS

Lever Bros. Co., Foods Division, New York, is preparing a campaign for major markets for its Lucky Whip. The five week schedules start mid to late October, depending upon the market. Daytime minutes and nighttime minutes and chainbreaks are being purchased. Frequencies vary from market to market. The buyer is Walter Kashen; the agency is Ogilvy, Benson & Mather, Inc., N. Y.

National Biscuit Co., New York, is planning a campaign in top markets for its Dromedary Dates. The schedules being lined up kick off the second week in November for six weeks. Minute announcements, both daytime and nighttime segments, are being used. Frequency varies from market to market. The buyer is Bob Gruskay; the agency is Ted Bates & Co., Inc., New York.

Pharmaco, Inc., Kenilworth, N. J., is going into about 60 markets throughout the country for its Medigum cough remedy. There are no definite start and completion dates; schedules are being purchased on a market-by-market basis, based upon reports from the advertiser's field men on the percentage of cold-incidence in each area. Roughly, the campaign runs from late October through March. Minutes and 20's are being slotted, with frequencies varying from market to market. The buyer is Jean Simpson; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

The Nestle Co., Inc., White Plains, N. Y., is kicking off a campaign in various markets for its Decaf coffee. The four week schedules start the last week in October. Minutes and 20's are being used; frequency depends upon the market. The buyer is Dorothy Medanic; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

### RADIO BUYS

General Foods Corp., Jell-O Division, White Plains, N. Y., is preparing a campaign for selected markets for its Jell-O Gelatin. The schedules start in mid-October, run alternate weeks for 12 weeks. Thirty-second announcements are being slotted; frequency depends upon the market. The buyer is Bob Fountain; the agency is Young & Rubicam Inc., New York.

Block Drug Co., Inc., Jersey City, N. J., is purchasing announcements in major markets for its Omega Oil. The 13-week schedules start in mid-October. Minutes during daytime segments are being placed; frequency depends upon the market. The buyer is Al Sessions; the agency is Lawrence C. Gumbinner Advertising, New York.

The Best Foods, Inc., New York, is planning a campaign for its Hellmann's Mayonnaise. The short-termer starts 22 October. Minutes during daytime periods are sought; frequency depends upon the market. The buyer is Bob Decker; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

### THE WORLD'S MOST FABULOUS CLOWN...



### **156 CARTOONS IN MAGNIFICENT ANIMATION**

BRAND-NEW-FULL COLOR-ESPECIALLY MADE FOR TELEVISION

Now-Jayark brings to TV the most successful personality ever conceived. BOZO is pre-sold to countless millions of children and adults. BOZO's universal appeal and sales impact have never been equalled.



### **BOZO'S CARTOON STORYBOOK**

156 CARTOONS • EACH 6 MINUTES • FULL COLOR or B/W • MAGNIFICENT ANIMATION • PACKED with ACTION • LOADED with LAUGHS

BOZO and his friends will keep your viewers in suspense and in stitches. They travel to the moon . . . They climb Mt. Everest . . . . They even "run" Macy's and Gimbels. Each thrilling carloon is jam-packed with action and jawcracking laughter . . . No Clitt Hangers!

### AVAILABLE WITH ANIMATED COMMERCIAL LEAD-INS STARRING BOZO HIMSELF

Backed by huge merchandising and promotion. BOZO coast. More than 8 million BOZO Capitol Albums already sold! BOZO is a guarantee of absolute top-rated cartoon leadership in your market. Fresh, new and pre-sold, BOZO is

sure to deliver the lowest cost-per-thousand audience . . . sure to deliver unparalleled impact in advertising results!

ACT NOW WHILE BOZO IS STILL AVAILABLE

DUCED IN HOLLYWOOD BY LARRY HARMON-TED TICKTIN PRODUCTIONS FOR JAYARK RELEASE

FAST 48th ST., NEW YORK 17, N. Y. MUrray Hill 8-2636

STATIONS ... BOZO IS A NATURAL FOR HIGHER RATINGS ... GREATER RESULTS FOR SPOT BUYERS

#### N. W. AYER

(Cont'd from page 39)

consolidated both time and spacebuying into a single department, headed by Leslie D. Farnath.

In May, radio and tv copywriters and tv artists were shifted to the Philadelphia headquarters, and all print and air media copy and art were integrated under the over-all direction of vice president John Pullea.

Behind these moves, and explaining them, lie the organization and marketing philosophies of the modern N. W. Ayer. Its management and operational techniques differ significantly from those of many other large agencies, and the structure of its organization is peculiarly its own.

Core of the agency's work is Ayer's Plans Department. Staffed by 35 experienced business executives from many fields (sales managers, product managers, brand managers, etc.), its job is to apply business thinking to client problems and develop the basic strategy on which Ayer's advertising will be based.

In dealing with a new account, the Plans Department institutes and supervises three types of research-into the client's own business, the competitive market situation, and the consumer field. From these studies it creates the over-all business plan which Ayer will follow, and thereafter works continuously on the plan to develop, refine. and re-design it as business conditions change. Members of the Plans Department, at Ayer, are neither "account executives" nor even "marketing men" in the usual sense of the word, but high level business strategists, assigned to specific accounts.

### VI. Aver's Media Philosophy

Once the outlines of the general business plan have been settled, Ayer's media department is given full responsibility for developing the media plans and schedules to implement it.

The reason why Ayer has consolidated all time and spacebuying into a single department is to apply over-all media planning to the specific needs, problems, budgets, and policies of a particular account. Shelley says "We fit the medium to the client, not the client to the medium." At Ayer media selection deals with the total picture—where people are, what they are like, and how to reach them in the most effective and economical way. All types

of media—tv, radio, newspapers, magazines, etc.—are studied as a whole in terms of the total impressions they can make on a potential buyer. And as Shelley emphasizes, "every one of our clients has a different problem."

All media buying, including radio and tv spot and network timebuying is handled by Ayer's media department in Philadelphia.

### VII. How Ayer Organizes Copy and Art

Exactly the same type of thinking explains Ayer's new centralization of all writing and art direction for all media—tv, radio, publications, outdoor, direct mail, and promotion—in the Philadelphia headquarters.

Writers and artists at Ayer develop a basic copy story and thereafter work on all phases of the campaign, rather than merely on bits and pieces. In this way, Ayer finds, there is a valuable cross-fertilization of talents and ideas, and a complete co-ordination of the basic copy story.

Shelley thinks that "print copy and art people are benefitting from new ideas contributed by our tv and radio staff. And our commercials are getting the advantage of new ideas from writers and art directors who formerly specialized in print."

### VIII. The Role of Ayer's Service Representatives

Another significant point to remember: at Ayer there are no "account men" or "account executives." Instead, those assigned to the day-to-day management of accounts are known as "service representatives." They are based both in Ayer's Philadelphia headquarters and in various Ayer branch offices; and while they are important cogs in the agency machinery, and operate on a "counciling level" with Ayer clients, they do not hold the whip-hand position of dominance which account men enjoy at most agencies.

Such Ayer departments as plans, media, copy, and radio/tv have clearly defined authorities and responsibilities, and members of these departments meet frequently with executives of the clients' organizations.

In the area of management supervision, Ayer holds three distinct types of reviews. First, those conducted by the various department heads for their own operations. Second, the work of Ayer's "creative committee," headed by Wallace. And third, the "operational review board" which periodically reviews the entire status of each account (including the work of the service representatives).

The "creative committee" passes on all plans, proposals, and recommendations, and is generally responsible for maintaining the quality of the agency's advertising and marketing product.

### IX. Ayer's Radio Television Department

Meanwhile, back in New York, Ayer's radio 'epartment of 60 people (excluding secretaries and stenos) has been reorganized and replanned along modern lines under the leadership of James Hanna, v.p. in charge, and Tom McDermott, v.p. for planning.

In general, Ayer's new radio/tv operation has two main responsibilities program supervision, and the direct physical production of broadcast commercials.

On the program side, the department works on program research, planning, purchasing, contracts and supervision, and maintains a close liaison with the media department in Philadelphia.

On the commercial side, the department produces all live, film, and tape tv commercials, all live and record radio announcements, and also operates the Ayer Film Bureau, which handles the production of business films for client companies. It, too, has a close liaison with Philadelphia, and there is a constant shuttling back and forth of radio/tv, copy, art, and plans people between the two offices.

#### X. Aver's 1958 Operation

Since 1953, Ayer has added such substantial accounts as People's Drug, Ohio Oil, Armour's food products (many different divisions), Hamilton Watch, Mo-Par (Chrysler parts), Cannon sheets, Dupont paints, photo and other products, Lee's carpets, Michigan Bell, John H. Breck, General Ice Cream, Corning Glass Consumer Products, and new assignments from Johnson & Johnson

Its billing increase (twice the 1953 figures) has come 50% from new accounts and 50% from from increased appropriations on old accounts, according to Shelley's estimates.

Of its total account list, Ayer will (Please turn to page 68)

# IOO% WHOLE SAMPLE

This year, of all 17 years since 1941, we have enjoyed our greatest business. Recession-wary executives must have said to themselves, "This is no time to monkey around!" So they investigated – bought Pulse – and use the mine of qualitative Pulse information profitably.

Pulse alone delivers the  $100\,\%$  whole sample. Unlike mail-diary, meter, or telephone methods that miss millions—the educationally handicapped millions—

lions unable to cooperate in paper work; the indifferent millions who refuse the chore of record keeping; the millions who lack phones - Pulse alone uses direct, face-to-face interviewing right in the home.

Information from 3,000 trained interview specialists reaches you in ample time for important decisions. For your Network TV investment, for your individual market-by-market implementation, let us show you how Pulse may be able to help you during 1959. A personal interview will be appreciated. Please write—or phone Judson 6-3316.



Nothing takes the place of INTERVIEWS in the home

730 FIFTH AVENUE NEW YORK 19, N. Y.

ULSE, Inc.

LOS ANGELES · CHICAGO · LONDON

Largest Scientific Sampling

"Only U. S. Census talks with more families"

#### N. W. AYER

(Cont'd from page 66)

have 60 clients in radio and 45 in tw during 1958, a sharp rise over last year. Here are a few of the highlights of Ayer's highly diversified air media operation:

Atlantic Refining, for which Ayer has been doing air media advertising for more than 23 years, had 700 major league baseball games over seven regional networks. involving more than 110 radio and tv stations during the past season. Another Atlantic activity—tv weathercasting—operates local 5-minute tv programs, five-days-a-week, in 35 eastern cities.

Specials and spectaculars: Nine of the 21 tv specials offered by NBC this October will be sponsored by Ayer clients. The agency has always been strong in this phase of tv, with such features as the Shirley Temple Storybook, and the Bell science series, and believes implicitly in the value of the tv special as an advertising and marketing tool.

Hamilton Watch: For Hamilton's electric watches, Aver in early 1958

recommended an experiment in earlymorning spot radio in approximately 30 markets. Programs featured local personalities; results have been so good, in terms of station promotion and dealer interest and sales, that the campaign has been extended this fall.

Illinois Bell Telephone, one of Ayer's biggest regional clients, each year sponsors the Illinois State High School Association basketball championships over a regional tv network. The tournament involves 14 hours of air time in two days (only the Republican and Democratic national conventions exceed it in total time) and the production of 84 minutes of commercials. Ayer provides 150 different pieces of copy for use live or on film, plus many special announcements.

Stephen F, Whitman & Son, candy account, acquired by Ayer in 1955, traditionally has used print advertising. Ayer switched to spot tv, got a 10% sales increase. But when spot tv costs began to rise, Ayer tested spot radio and a significant part of Whitman's 1958 budget is in that medium.

Sealtest — Breck — Hills Brothers: For these three clients Aver put together a national network tv series (Shirley Temple) with two of them using the program as regional advertisers. This meant fitting the network to the marketing needs of each and setting up a maze of film chainbreaks, cut-ins, and opening and closing billboards to cover all possible sponsor combinations. Each of Ayer's three clients reports impressive sales results.

Corning Glass is testing a new product (Corning Ware) this fall, and Ayer is running test-market operations in four major markets—Boston, Providence, Hartford, Springfield. In each, a different combination of tv spot, full-color pages in Sunday supplements, and black-and-white newspaper ads will be used. Results will guide Ayer and Corning in selecting the media to open up other markets.

Videotape and color: Ayer's radio/ tv department is maintaining a series of experiments with color tv production, especially in connection with the presentation of products and packages.

Ayer was one of the first agencies using videotape. Recently it produced 18 commercials on tape in a two-day period, a job which normally would have taken up to nine weeks on film, according to Ayer executives.

### XI. Summary of Impressions

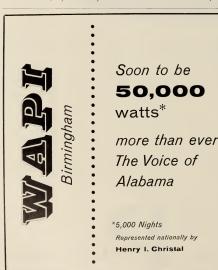
N. W. Ayer is, beyond question, the least well-known (along Madison Avenue) of all the major agencies. Its Philadelphia location, its traditional aloofness (it has never joined the 4A's) and its historic past, have tended to surround it with an aura of conservatism, even stuffness.

But a more realistic estimate of the modern N. W. Ayer perhaps can best be summed up by this anecdote:

Above Warner Shelley's desk hangs a picture of Pine Valley, one of the toughest and most terrifying golf courses in entire world. Located 18 miles east of Philadelphia, in the sand and scrub pines of southern New Jersey, it has murderous traps, hortifying bunkers, and brambled stretches of rough that have crumpled some of golfdom's most distinguished players.

Shelley not only belongs to Pine Valley; he lives in a house on the course. He says, "I've played every inch of it. It doesn't scare me any more."

N. W. Ayer seems to have played the entire course, too. Nothing about the advertising business seems to scare it very much.





### We offer you a large share of the Northeastern Ohio buying audience

You reach Northeastern Ohio's real buying audience through WGAR. Because WGAR surrounds your commercials with radio for grownups... of all ages.

For instance, this coming winter, WGAR will present exciting professional hockey featuring the popular Cleveland Barons. Each action-packed play will be reported by Ohio's most colorful sportscaster, Bill McColgan, for the Barons' thousands of radio fans.

WGAR maintains this policy in all its programming...good music... variety shows...sports...accurate news coverage...drama—featuring performers from top CBS talent. So reach your real buying audience through WGAR.

Radio for grown-ups

WGAR CLEVELAND OHIO

The Peoples Broadcasting Corporation WRFD-Worthington, O. - WTTM-Trenton, N. J. WMMN-Fairmont, W. Va. - WNAX-Yankton, S. D. KYTV-Sloux City, Ia.

\*Represented by the Henry I. Christal Company

#### RADIO SPOTS

(Cont'd from page 43)

mercials is still in its infancy and some sharp traders offer samples gratis, it's now accepted practice for client to pay between \$150 and \$500 for ideas and other experiments involving music. These costs are generally deducted from the eventual fee when material is purchased. Most agencies order several samples to make it possible for the client to choose the best.

 Parodies of recent musical hits are the basis of campaigns by De Soto and Rheingold — jingle writers point out that listeners may recall the original lyrics and not the sales message.

• Repetition of tunes over and over until they're established is essential. One critic pointed to Mercury's lack of success because of 100 different jingles in a few years. None was kept on long enough to make the headway it

 Mood of commercial is all-important. Phil Davis, a leading producer of commercials, says that each product has the right musical approach for its sales strategy: "Beer should be carefree, milk should feel outdoor, insurance should convey security and auto dealers must express immediacy."



(Cont'd from page 41)

ers and which families have been viewing for years. (See box on page 41.)

Early advertising agency clients included such Chicago agencies as Sherman & Marquette; J. Walter Thompson; Foote, Cone & Belding; Roche, Williams & Cleary. In 1951, Videodec opened its New York office which is now largely devoted to sales and service, while the Chicago office can now be regarded as the production center (all diaries are sent there, most computing and tabulating is done there).

An interesting sidelight on the Videodex use of the diary technique is its policy of never using the first diary of a new panelist as part of its report. Reason: the first diary is apt to be atypical. Too often homes reporting for the first time have included some such comment as, "Stayed home all week, tried to watch every show."

After the freeze on allocations came off tv, Videodex saw a need for uhf reports as well as more definition of counties in secondary markets. It was then they began the tv coverage data series which now takes in some 80 odd markets with uhf channels and about 125 cities reported on basis of station penetration of their counties. The counties all do \$1 million or more in sales annually and include (1) secondary counties where tv broadcasts originate and (2) non-originating tv counties. The uhf markets are reported monthly, secondary and non-originating counties two times a year.

In addition to its diary technique, measurement method used consistently from the beginning, Videodex also uses telephone for special overnight assignments in some 292 markets.

Allan Jay, the managing director, was one of the founders of Videodex. He is a graduate of U. of Chicago's graduate school of business administration in marketing and market research, served as a field researcher for The Chicago Tribune and Armour & Co. before setting up Videodex. He heads the New York office to which he commutes from the suburbs where he lives with his wife and four children. The Chicago office is headed by Beatrice Biedron, office manager, who oversees the diary processing and statistical work. She came to Videodex six years ago from Pilot Surveys Co. She is a marketing graduate of Northwestern U.





Our road-rallying friends are more surprised to see the wrangler than vice-versa. They seldom see horses these days, except those owned by rodeo riders and a few working cowhands. The West has changed.

### Westerners' Secret Revealed

We may be gunned down for this, but it's time you knew. Few people around here ride horses anymore. Horses are too slow. Distances are too great.

For example, many salesmen for Amarillo's 370 wholesale firms drive 200-300 miles a day to make regular calls on close-to-home customers. High school football fans willingly motor 120 miles to see Friday night games. To attend a party 60 miles from home isn't unusual.

The vastness of the Plains puts everybody on wheels. We have more cars. We drive more. While national sales of things automotive average \$768 per family, KGNC-TV viewers buy \$1085 worth. Lest you think all this means it's a long way between waterholes, note well. More than a half-million people live in our service area. Amarillo is their trade center, of course. But they also buy in 271 other cities, towns, villages and wide-places-in-roads. And KGNC-TV covers them all.

For a generous sample of change from the New West, add to your list

### KGNC-TV

NBC Television Amarillo, Texas

Channel 4

Full power coverage in 4 states Represented by the Katz Agency

### What do these pictures have in common?



### ART DIRECTION

THIS ART DIRECTOR. who brings excitement to this dynamic musical and power to this realistic commercial . . . a spectacle's extravagance, an industry's energy, presented with the same vitality by this





# HOME BEFORE DARK

### MUSIC SUPERVISION

whose musical direction gives denth to this drama and rich highlights to this award-winning commercial ... a psychological study, a stylized automobile display, each set to its own perfect theme.



CHEVROLET



### ANIMATION

who provide these cosmopoli tan characters with a very animated existence. notorious rabbit, a world-renowned sportscaster, created with universal humor and selling power by these Animation Directors.





THIS SPECIAL EFFECTS EXPERT who brings the sea's sweeping background to this great epic. magic to this award-winning commercial . . . nature and a flying TV set from this man's world of illusions.



LOUIS LICHTENFIELD



All these films were produced

THE OLD MAN AND THE SEA

- ... for the same audience, and people everywhere respond to quality
- ... by the same men, experts in every phase of film production ... with the same vast technical facilities that established Warner
- Bros. leadership in motion pictures and television, including WB's exclusive Ultra-Violet Background Matte Process
- ... and introducing WB's complete East Coast editing and optical

You can trust these creative experts to give your commercials the quality and impact of the best feature films...and at competitive prices!



CALL OR WRITE Joseph D. Lamneck Warner Bros. Television 666 5th Avenue CIrcle 6-1000

IN LOS ANGELES. CALL OR WRITE David H. DePatie Warner Bros. Television 4000 Warner Blvd. HOllywood 9-1251



### FILM-SCOPE

II OCTOBER 1958
Copyright 1958

Swift & Co. (via McCann-Erickson) is considering syndication to overcome some local product competition.

First assault will be on the New England market, where strong regional packaged meat products cater to strong local tastes.

Station operators have found that the surest way to hold an audience during an intermission on the programing schedule is with cartoons.

Experience has disclosed that the public relations shorts are too much of a gamble.

A pricing rule-of-thumb for syndicated series has finally emerged in the New York market.

It stacks up like this: For the two major network stations, (WNBC-TV and WCBS-TV, a further stress will cost (for program) \$3500. The two independent stations which are heavy syndication users, WABD and WPIX, will pay around \$1500.

But, as in other markets, flexibility in pricing is still rampant.

Now that the bulk of buying for fall is over, two distinct selling trends have become noticeable. They are:

- (1) Package buys by regional advertisers (of a single series) are taking a sharp upswing.
- (2) While regional advertisers buying syndication have definitely increased, the increase has been among sponsor-types already heavily involved in syndication. (For example, such major new buyers in the brewer category as Budweiser and Pabst, gasolines as Sunoco, Amoco and food marketers as Kellozg and Pillsbury.)

It looks now like MCA-TV won't have another new syndication property available for release this year.

MCA has been holding back on its Secret Agent 7, and the probability is that the show is headed for a network sale.

Instead, the syndication arm of MCA is concentrating its selling in two areas: the Paramount library and second-year series.

An interesting note: Now that Rosemary Clooney Show has been dropped from NBC TV, MCA is putting its syndicated Clooney show back on the active selling list. Show (a firstrun syndicated product) had been withdrawn during the network series.

Flashes from the film field: Screen Gems is setting up a special syndication production arm, charged with creating a minimum of three syndicated properties yearly. First series will be Stakeout, based on the Florida Sheriffs Bureau... S&W Fine Foods has bought Burns & Allen re-runs in eight key western markets... Westinghouse will pitch its Christmas campaign via NTA's Shirley Temple Film Festival, of which it has one-third sponsorship.

(For more film developments see FILM WRAP-UP, page 82.)



II OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

### **MARKETING WEEK**

Operations research was the real news of ARF's 4th annual conference.

Five speakers were either expert practitioners in the field or spoke at some length on work done through OR techniques. Seldom have admen been treated to such a display of technical language.

The spotlight on OR was no accident and the emphasis on OR was rife with significance for advertising. Here as some reasons why:

- The OR boys feel OR holds the key to measuring advertising effectiveness, probably the most important question facing advertising research today. Arthur D. Little's John F. Magee stated flatly that "10 years from now, scientific prediction of advertising results will be commonplace." Du Pont's ad director Fred Wardenburg ended his catalogue of advertising research techniques by calling OR the "pot of gold." He declared that, in this area more than in any other du Pont was attempting to investigate the relationships between advertising and sales.
- There was not one ad agency name among those speaking on OR. One speaker, Russell Ackoff, director of the Operations Research Group at Cleveland's Case Institute, accused agencies of resisting "good" scientific research because of the fear that it will show to much advertising is being done. In warning that management will brook no delay in uncovering scientific measures of ad strategy, Ackoff implicitly raised the question of whether management and marketing consultants will intrench themselves with company management to the detriment of the ad agencies.
- If the agencies are going to embrace OR—and they no doubt will—they'd better hurry. The pace of ad research is speeding up because of those amazing electronic computers. Ad Research Manager Charles K. Ramond of du Pont noted that "only in the past few years—since the development of high speed computers—has it been possible to perform the necessary analyses (relating advertising to sales via OR) within a reasonable amount of time."
- While the technical aspects of the OR material delivered at the ARF conference went over the heads of most of the listeners, ARF executives undoubtdly felt that the values of exposing the audience to OR made it worthwhile. OR is not a widely-known science, though it has been used for nearly two decades.

OR was developed, first by the British, then by Americans, during World War II, when teams of scientists were put together to work out problems in such areas as U-boat hunts, radar and logistics. Following the war, its techniques were applied to business and industry.

No one has yet come up with a satisfactory definition of OR. However, the following characteristics are usually present: (1) The problem to be solved is a broad one, such as correlating the numerous factors that lead to a sale. (2) OR is undertaken for top management decision-making. (3) Scientists from a number of fields work together in getting the answers. (4) Statistical analyses and probability theory are employed. (5) The hypotheses or result are expressed in the form of a mathematical "model."

Can advertising in Negro media adversely affect sales of the product to whites under certain conditions?

Not at all, Negro appeal broadcasters maintain, taking issue with a statement in MAR-KETING WEEK (see 23 August issue).

Negro radio would never have grown to its current dimensions if such a problem existed, the broadcasters said.



II OCTOBER 1958 Copyright 1958 SPONSOR PUBLICATIONS INC.

### **WASHINGTON WEEK**

The Harris subcommittee hearings have now come home to roost.

The FCC has now embarked on an investigation which will take in every instance of alleged improper conduct in the House Commerce Legislative Oversight subcommittee's records.

Miami channel 10 and Boston channel 5 have been remanded to the FCC by the Appeals Court for consideration of these charges. The FCC, itself, took the initiative in two other cases, it was revealed last week.

Rep. Oren Harris (D., Ark.) has never revealed exactly how many cases are in the subcommittee files. At one stage, he said at least 25 TV licenses should be voided because of improper approaches to FCC commissioners.

Information was put in the records of the Harris hearings covering enough contested tv channels, however, to shake the national tv picture even if the Commission deals only with the publicized cases.

The FCC announced publicly that it plans to probe the Orlando, Fla., channel 9 award to Mid-Florida TV.

On the same day, it revealed it had sent a letter to Biscayne Television, saying it would hou papproval of the sale of that company's am and fm radio stations pending a probe of how Biscayne won Miami channel 7.

FCC sources say that there will be no stopping point, that all questionable cases will be probed, that the probes will be thorough.

This is viewed as an effort to get the Commission off the Harris subcommittee hot spot.

The Miami channel 10 hearings, now apparently concluded, take on a new and deeper significance: Without question it will be precedent-setting.

If the final decision is to cancel the license of Public Service Television, National Airlines subsidiary, other licenses will certainly be knocked down like ten-pins.

The FCC, meanwhile, notified the Appeals Court that it must investigate the Boston channel 5 case before beginning hearings. In this case, Harris never revealed what he had on the successful applicant, the Herald Traveler, if he has anything on them. So the FCC has no ammunition.

The FCC has issued a new summary of its interpretations of section 315 of the Communications Act: The so-called "equal time" political section.

Just in time to guide broadcasters during the current political wars.

Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee and chief congressional crusader against pay-tv, has already revealed he will try to push legislation to outlaw it.

He has said he will start hearings in January or before.

Now he is on the warpath against even the closed-circuit variety. He issued a statement to the effect that he had been in the forefront pushing legislation to exempt sports from the antitrust laws. His feeling was most apparently that sports enterprises were knifing him in the back by flirting with pay-ty.

Harris said that the upcoming hearings on the overall subject will now deal quite importable with the closed-circuit plans of several baseball and football teams, phone companies, plus Skiatron. He announced he had sent letters to nearly a dozen companies asking for dope on these plans.



| OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC

### **SPONSOR HEARS**

Martin Revson, co-founder of and departee from Revlon, is said to be mulling a crack at the agency field.

His forte in the Revlon operation was merchandising.

You'll find that showmen in the business are pretty well agreed that the tv series which will turn out to be classics of American comedy—a la Charlie Chaplin's one and two-relers—are:

I Love Lucy, the Honeymooners, and Burns and Allen.

-

The interest shown in reviving the venerable True or False may be the signal for a return to the era when quizzes depended on innate excitement, not on the volume of pelf.

True or False (owned and m.c.'d by **Dr. Harry Hagen**) left radio in 1943 after seven years of sponsorship by J. B. Williams. **It's top budget then: \$1,400.** 



Probably the most important niche that Raymond R. Morgan, Sr., who died last week, carved out for himself was as a pioneering super-salesman of spot radio.

The first mammoth cross-country spot operation was his sale (along with the late Scott Howe Bowen) of the Chandu the Magician series to Beech-Nut.



Live programs have reached their lowest ebb yet on the tv retwork affiliated stations in Chicago.

Old standbys, such as news and weather at 10 p.m., are being bumped off to make way for movies or network originations.

This practically labels Chicago as a ghost town for talent opportunities.



General Foods is reported to be on the verge of reapportioning \$6 million of its advertising budget.

Which of the GF agencies will loss it and who will get it—it could be a newcomer to the GF stable—is yet to be determined. The speculation includes the names of Ted Bates (which holds a chunk of Standard Brands) and William Esty.



Add the whilom DuMont network to the list of notable training grounds for business executives in tv and the advertising field.

The roster of "graduates" includes:

| NAME            | CURRENT POSITION   | NAME             | CURRENT POSITION   |
|-----------------|--------------------|------------------|--------------------|
| Les Arries, Jr. | WHDH-TV. Boston    | Bill Koblenzer   | NTA                |
| Chick Avery     | NBC TV sales       | Frank Martin     | Blair Tv           |
| Halsev Barrett  | TvB sales director | Charles McGannon | Westinghouse       |
| Ted Bergmann    | Parkson president  | Werner Michele   | Reach, McClinton   |
| Art Elliott     | CBS TV Spot Sales  | Peter Triollo    | DFS media          |
| Humboldt Greig  | C. J. LaRoche      | Bill Vernon      | Blair Tv           |
| Dick Hamburger  | Ziv Tv             | Chris Witting    | Westinghouse       |
| Norman Knight   | Yankee Network     | Larry Wynn       | Fm Concert Network |





### NEWS & IDEA WRAP-UP

### **ADVERTISERS**

Sindlinger reports that interest in the new 1959 automobiles is now 21% greater than for the 1958 models.

The research firm estimates that 52.2 million people are now talking about the Detroit cars every day.

During the week following the announcement of the new Buick, 24.4 million people were talking about it per day, whereas for the comparable week for September 1957, talk about the new Edsel averaged 19.4 million per day.

Vick Chemical Co. is continuing

to expand and diversify into all major segments of the drug and related fields.

Latest acquisition: The Lavoris Co., 56-year old manufacturer of mouthwash, in Minneapolis.

This brings the Vick total of divisions and subsidiaries to 12.

Prospective merger: R. J. Reynolds and Warner-Lambert Pharmaceuticals Co. have received an okay by the board of directors of the respective companies to continue negotiations looking to a merger of the two companies.

The set-up: Reynolds would be the acquiring company, but W-L would

keep its identity and essentially be operated by its own management.

#### Campaigns:

 Muriel Cigars, a division of Consolidated Cigar Corp. will introduce its new miniature corona Coronella, via a saturation spot tv schedule in New York, to run for 13 weeks. Agency: Lennen & Newell.

• Dodge has its advertising plans set for its 1959 models. Radio: spots on about 200 stations in 131 markets and network radio on about 400 stations in some 275 markets. Tv: Lawrence Welk's Saturday night show, via ABC TV.

 Eat-A-Treat, Inc. of Cincinnati, is appanding into additional markets in Mich., Ind., Ill., Ohio, Wise, Okla, and Texas, following successful market testing in Western Mich. I'v spot campaigns are being formulated for 23 stations by the recently formed Bruce M. Radder Advertising Agency of Grand Rapids, Mich.

· C & H Sugar will utilize a heavy



### PICTURE WRAP-UP



Don't shoot! Chuck Conners, alias The Rifleman, demonstrates how to get a contract signed, for his tw series via ABC TV. Signing at gunpoint is W. P. Hays, ad mgr. for Ralston division of Ralston Purina Co., the show's sponsors. Standing, Oscar Norling of Gardner Adv.



CBS affiliates' gen. mgrs. greet Louis G. Cowan, CBS TV pres. in Wisc. (1 to r): Frank Shakespeare, WXIX, Milwaukee; Haydn Evans, WBAY-TV, Green Bay; Ralph O'Connor, WISC-TV, Madison; Cowan; Howard Dahl, WKBT, La Crosse; Dick Dudley, WSAU-TV, Wausau

WAPI Day is proclaimed by Mayor James Morgan of Birmingham (I). He is showing proclamation to Charles F. Grisham, v.p. and gen. mgr. WAPI, WAPI-TV, WAPI-FM. Reason for proclamation: The station, serving Alabama for 36 years, now plans to increase its daytime power



tv schedule this fall to introduce its new package on the West Coast and in the Mideast. The campaign calls for new tv 1D's on 88 stations. Agency: Honig-Cooper, Harrington & Miner.

• Dr. Pierce's Golden Medical Discovery, a stomach tonic, starts its six-month drive this week, via print and one-minute ET spots on 60 radio stations throughout the country. Agency: Emil Mogul.

Strietly personnel: Management promotions at Vick Chemical Co. include: Lunsford Richardson, Jr., assumes responsibility for Central Personnel Services; J. G. Morrison becomes v.p., Vick Products division, in charge of Lavoris (see lead item); William Jeffery, named v.p., Vick Products division, for Acquisition and Canadian operations . Daniel E. Charnas, appointed media director of P. Lorillard . . Robert J. Gillen, Jr., named station relations manager, coordinator of advertising and merchandising at Hazel Bishop, Inc.

### AGENCIES

U. S. Broadcast Checking Corp. is introducing a system of "Monitoring by Automation" for tv.

The method:

An electronic, multi-tv channel, photo sound system that produces accurate compact video-audio reports in story board form, dubbed a Tv Tear Sheet.

Its developers feel the system spells the end of triple-spotting, and provides a foolproof and workable clip system for the tv industry.

Pretesting tv commercials along with newspaper and magazine advertisements is really a form of advertising insurance.

So stated Dr. Perham C. Nahl, associate director of research at NL&B, Chicago, before the Fourth Annual Conference of the ARF in New York. Dr. Nahl suggested these six steps

for efficient pretesting:

1) Define the problem clearly before starting

- 2) Reach agreement on what to mea-
- 3) Design the test to be as simple as the problem permits
- 4) Use small samples intelligently
- Use small samples intelligently
   Test as early as possible, and
- Communicate clearly to all concerned.

Campbell-Ewald, Detroit will use trade magazines this month to invite media people on a come-one, come-all basis for open house at the agency during the week of 20-24 October.

Purpose: To acquaint media with the true scope of modern advertising company's responsibilities.

"We are occasionaly startled," said C-E president T. B. Adams, "by the unfamiliarity of some media people with the job of an agency outside the narrow sector in which they, themselves, operate."

Agency mergers: Peck Advertising, in New York and W. B. Doner Co., Detroit, bringing the combined

Vampire on the prowl: Fearful lady is one of three "vampires" assigned by WABC-TV, N. Y. to tour the streets promoting Zacherley, the Mon-Fri night host of Shock Theater







Trademark mermaid De Laine Helms, of KBIG, Catalina and queen of Fish & Seafood Week in So. Calif., points out her home to Hu Roberts, a.e., Lee & Associates, Los Angeles agency doing promotion for So. Calif. Fisheries Assn.

"For buckling down these 15 years and for creating copy whose originality and selling power have won applauds from clients, co-workers and competitors alike," Myron Mahler (1) v.p. and creative dir. of Emil Mogul, receives solid gold belt buckle from Emil Mogul, pres. In the leadership spotlight

### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for topdrawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

CHICAGO, ILLINOIS



IF YOU'RE NOT USING

### KMSO ch 13

TO SELL WESTERN MONTANA

- 42,000 TV HOMES
- ONE DOLLAR PER 1000
- 80% UNDUPLICATED

CALL OR WRITE NAT. REP. GILL-PERNA

KMSO - MISSOULA, MONTANA

billings to \$20 million. The officers of Doner & Peck. Inc. include:

Harry Peck, chairman; Sidney Garfield, president and chief executive officer; Sanford Hirschberg, executive v.p.; W. B. Doner, treasurer; and Marvin Frank, secretary.

Another merger: The Lee Donnellev Co. of Cleveland is being acquired by Clark & Robertz, along with another Cleveland agency-John B. Hickox, Inc.

Agency account changes: General Baking, to Compton from BBDO where it had been for almost 30 years. Budget: about \$500,000 . . . Pabst Brewing, to K&E, from NC&K, Budget: about \$7 million . . . Association of Dodge Dealers in New York and New Jersey, to Grant. Budget: \$750,000 . . . Fizzies (Warner-Lambert) to Lambert & Feasley from L&N

DuBarry and Sportsman Toiletries to Lambert & Feasley from NC&K . . . The Forstmann Woolen Co. division of J. P. Stevens & Co. to BBDO.

Agency personnel: Merlin E. Carlock, vice-chairman of the board of Calkins & Holden has resigned from that agency. Walter B. Geoghegan, a v.p. at C&H, promoted to senior v.p.; William Chalmers, v.p., to executive v.p.; A. Dudley Coan, account supervisor, to v.p., and Warren Rebell, director of media and research, to v.p.

More on personnel moves: Roswell Metzger, chairman of the executive committee of EWR&R, named active head of the agency's Central Division . . . Frank Lapick, former v.p. with F&S&R, joins Carr Liggett Advertising, Cleveland, as v.p. . . . Leonard Hyde, to the Detroit office of Leo Burnett, as media manager . . . Herbert Gandel, assumes additional duties as radio/tv buyer at Kudner . . .

### **NETWORKS**

The Kitchen of Sara Lee, never before on network tv, will be rubbing elbows with royalty for a single night.

It's sponsoring the Imperial Ball, starring the Prince and Princess Ranier of Monacco, at the Waldorf Astoria, N. Y., 14 December.

Cunningham & Walsh made the buy.

Buckskin, which did so well this summer as a replacement for Ernie Ford has been bought on NBC TV (Friday, 7:30-8 p.m.) by Pills-

It will be a mixture of new episodes and repeats. Burnett is the agency.

Other tv network sales: Brown & Williamson, to Join Miles Labs on ABC TV's Wednesday Night Fights . . . The Mennen Co. has moved from the Fights to CBS TV for an hour of alternate weeks of Pursuit . . . American Tobacco Co., for How To Marry A Millionaire, via the NTA Film Network . . . Carter Products brings the total to 11 advertisers for ABC TV's American Bandstand . . . Brown and Williamson, American Chicle, and Whitehall, for one-minute each, every week on ABC TV's 77 Sunset Strip.

Radio network sales: Studebaker-Packard, for its new Lark car and its 1959 line, is in for 109 participations in Mutual's news and news-in-depth programs for the two-week period starting 8 November . . . Sales on ABC for September: Chrysler, Studebaker-Packard, Plymouth, Cadence Records, Little Craft and U. S. Pharmacal Co.

ates convene with the network in New York 29-30 October. Speakers for the network will include Frank Stanton, Arthur Hull Haves and Sig Mickelson . . . NBC has agreed to assume temporarily, direct production responsibility of all Barry & Enright programs currently on NBC TV . . . Philco is

Thisa and Data: CBS Radio affili-

telling the story of its armed forces research and development activities during commercials on its sponsored Mutual football games.

On the personnel front: G. E. Hurst named Pacific Coast network

sales manager for CBS Radio . . . Richard Ricker, to the post of account executive with the NBC Central Division Tv network sales staff . . . Sandy Cummings, named director of network program department for the ABC TV western division.

#### FILM

American Oil Co. (Amoco) is negotiating for CBS Films' "Border Effective radio advertising sells goods, services, ideas. Bartell Family Radio has always believed that the big audience isn't enough—that maximum buyership requires all age groups in its composition.



Eleven years of family programing has produced the ideal buying audience...men, women, youngsters. All are important, all included in the intriguing featurettes, copyright games for family fun, and complete local news with names and addresses.

This is the good-taste programing which builds station loyalty, lasting friendships.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it-and sell it.



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS Sold Nationally by ADAM YOUNG INC.

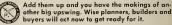


### AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

- 7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE
- 1. More People—Four million babies yearly. U. S. population has doubted in last 50 years! And our prosperity curve has always followed our population curve.
- 2. More Jobs Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more in 1975 than today.
- 3. More Income—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.
- 4. More Production -U.S. production doubles every 20 years. We will require millions more people to make, sell and distribute our products.
- 5. More Savings Individual savings are at highest level ever-\$340 billion-a record amount available for spending.

- 6. More Research \$10 billion spent each year will pay off in more jobs, better living, whole new industries.
- 7. More Needs—In the next few years we will need more than \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.



FREE! Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVER-TISING COUNCIL, Box 10, Midtown Station, New York IB, N. Y.



Patrol" in 59 markets for an April 1959 start.

In its first syndication interest Amoco's line-up would include New York, Boston, Philadelphia, Washington, Baltimore, Atlanta, Houston, Cleveland, New Orleans, Pittsburgh, Providence and other markets valued at \$1,500,-000 in time and programs.

Joseph Katz is the agency.

Properties transfered:

• The Gale Storm Show—Oh, Susanna! was purchased by ITC-TPA from Hal Roach for \$2 million. Now on CBS TV, deal involves potential reruns of 111 extant half-hours and 38 to be produced.

 Flamingo Telefilm Sales acquires distribution of *The Big Story* from Official Films. Owner-producer is Pyramid Productions.

ITC-TPA president Walter Kingsley this week revealed his new sales table of organization.

The set-up:

Hal James, national sales director; William Dubois, general manager of syndicated sales; Hardie Frieberg, assistant general sales manager; Walt Plant, eastern division manager; Art Spirit, central division manager and Chicago manager; William Andrews, western division manager, Russ Claney, New York City manager, and Kurt Blumberg, sales administration manager.

Also joining ITC-TPA is Alvin E. Unger, formerly Ziv vice president in charge of the Chicago office. Manny Reiner, foreign sales chief for TPA, continues in that post for the new combined force.

Sales: S & W Foods expands its syndication coverage with buy of "Burns and Allen" in San Francisco on KTVU-TV, Los Angeles on KNXT-TY, Fresno on KMJ-TV, Phoenix on KOOL-TV, Salt Lake City on KSL-TV, Portland on KPTV-TV and Seattle on KING-TV. Present buys, also through Honig-Cooper, Harrington & Miner, are Highway Pattol in Spokane on KHQ-TV and Sacramento on KBET-TV and fabulous Features in San Francisco on KPIX.

Economee division of Ziv reports a 27% sales increase over last year in

August and September due to Men of Annapolis and West Point re-runs.

WPIX, New York, reports \$500,000 business in one week with new "Block-night" programing concept. (See spox-sor, 4 October.) AAP reports sale of Warner Bros. library to WAGA-TV, Atlanta and other features purchased by 14 stations.

Promotion: CNP's Flight previewed at the Air Force Association Convention in Dallas, Texas . . . Ziv stars Adolphe Menjou, Richard Carlson, Broderick Crawford and Lloyd Bridges are doing Community Fund trailers.

Strictly Personnel: Edwin J. Smith has been named director of international operations for ABC Films . . . Jerome M. Wechsler joins the sales staff of AAP . . . Transfilm, Inc. has appointed Robert Bergmann vp. in charge of TV division and Thomas

Whitesell v.p. in charge of motion picture production . . . Pathe Laboratories, Inc. elected O. W. Murray as president and David Melamed as executive vice president.

### **RADIO STATIONS**

Timebuyers are relaxing their protective time minimums for radio commercials on competitive products.

This trend, reported by RAB president Kevin B. Sweeney, highlighted the last of the Bureau's Regional Management Conferences, this one for a group of Northeastern area radio station station executives.

Quoting from a nationwide survey of some 200 timebuyers conducted by RAB during July, Sweeney noted:

 Some 52.7% of agencies request only a 15-minute interval between competing commercials compared to 43% of agencies in 1957.

## YOUR BUSINESS WILL BE UP if you read SPONSOR's 12th annual

### FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

### Reprints of popular BASICS charts sections:

|                         | 1 to 9      | 35              | cents | each |
|-------------------------|-------------|-----------------|-------|------|
| 16 pages on Marketing   | 10 to 49    | 25              | cents | each |
| 16 pages on Radio       | 50 to 99    |                 | cents | each |
|                         | 100 to 499  | 15              | cents | each |
| 24 pages on Tv and Film | 300 10 333  | $12\frac{1}{2}$ |       |      |
|                         | 1,000 or mo | ore 10          | cents | each |

Prices include postage

|                 | vice, SPONSOR, 40<br>e the following repr |            | ···· 21, 111 21 |
|-----------------|---|------------|-----------------|
| Check           | or cash enclosed                          | Bill me    |                 |
| Section         | Quantity<br>desired                       | Unit price | Total amount    |
| Marketing       |   |            |                 |
| Radio           |   |            |                 |
| Television-Film | n   |            |                 |
| Full copy of 1  | Fall Facts BASICS-                        | -\$1       |                 |
| Name            |   | Company    |                 |





• While 47% of these insisted on a half-hour separation between announcements one year ago, only 31.6% expect that courtesy today.

 About 11.8% want a 20-minute break.

Expanding: The Fm station of WHAM in Rochester joins the upstate New York stations comprising the WQAR Network this week, bringing the Network's total to 12 stations, in addition to WQAR-FM in New York, the origination point for these broadcasts.

Station sales: WSKI, Montpelier, Vt., to Daniel Ruggles III, for \$105, 000 . . . KWIP, Merced, Cal., to a group headed by Maxwell Hurst, for \$141,500. Broker for both transactions: Allen Kander & Co., Washington . . . Consolidated Amusement Co., Ltd., Honolulu (KGMB-AM-TV), to Hialand Development Corp. of Oklahoma City.

New operating corp.: Connie Gay, president and chairman of the board of Town and Country Network and recent purchaser of KITE, San Antonio, announces that the Texas station will be operated under a new corporation: Connie B. Gay. Inc.

Ideas at work:

- WPTR, Albany, teamed up with The Greater Albany Chamber of Commerce to boost the Chamber's one-day membership drive. Chief features of the tie-in: the Chamber's use of the station's studios as drive headquarters; use of the station's four two-way radio news cars; and a public salute on air by the station's d.j.'s to each new recruit.
- WXYZ, Detroit, has innovated a new feature—a salute to each new automobile on the day of its public showing. Tom Waber, station newscaster, reports directly from a dealer's showroom on 10 local newscasts throughout the day, plus on-the-spot interviews with the auto co.'s district manager.
- KSTP, St. Paul-Minneapolis, ended its "Weekend In Reno" contest this week. The contest, which pulled in more than 23,000 entries, was a promotion in connection with Swift and Co., to fill in the last line of a catchy

limerick. Winner: Mrs. Edwin Johnson.

 Notes on stereophonic: KFMQ, Radio and KOLN-TV, Lincoln, will jointly produce a series of four stereophonic broadcasts on both stations, to begin this week.

Anniversary: Reeves Sound Studios celebrates, this week, the 25th year of its founding by Hazard E. Reeves, president.

Kudos: Murray Cox, farm editor on WFAA, Dallas, presented with the distinguished service award by the Vocational Agricultural Teachers of Texas . . . Governor George M. Leader presented WNAR, Norristown, Pa., with the annual "Commonwealth of Pa. Highway Safety Award."

Station staffers: Maurie Webster, named general manager of KCBS, San Francisco . . Claude Young, appointed assistant general manager of WEBB, Baltimore . . Louis Shapiro, to the post of station manager, WSTV, Steubenville . . .

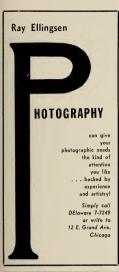
### TV STATIONS

Breaking the department store barrier: KDKA-TV, Pittsburgh's method of gaining confidence from the May Stern Co., purchaser of the Bold Action program (see MARKETING WEEK, 20 September SPONSOR) was to hold a cocktail party for the furniture store executives, sealing a tv camera from view. Minutes later the goings on, recorded on tape, were played back for all to witness.

The Bold Action package was then unveiled with the entire plan for the 13-week campaign. Each guest was also presented with sales promotion kits advising him on all market data and days and times of the May Stern spots.

Another first: Peoples Drug Stores this week became the first local advertiser to use color tv spot commercials on WRC-TV, Washington. Agency: Wm. D. Murdock Advertising.

WDSU-TV-AM steps up editorializing: Due to favorable public reaction two weeks after its initial editorial, the New Orleans station will air edi-





# HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13

torials three times daily on radio, twice daily on tv.

#### Ideas at work:

KFEQ-TV, St. Joseph, Mo., celebrated their fifth anniversary by sponsoring a free water show and a "Night on the Town" promotion, billing both as birthday gifts to their viewers. More than 10,000 people showed up at one of the local lakes for the water show and contest awarding outdoor motor boats and water skis.

 James Garner returned to his home town this week, and Oklahoma City rolled out its red carpet for the occasion. The ABC TV outlet in the city, KOCO-TV, handled the promotion, which was climaxed by Gov. Raymond Gary proclaiming "James Garner Day" for tv's Maverick.

Thisa and data: WFMB-TV, Indianapolis, held a "Color on the March" intriv demonstration at the station's studios last week, attended by more than 100 local and regional agency and advertiser personnel . . . More about color: Marshall Field & Co. will present a children's color tv show via WGN-TV, Chicago, to be seen in the early evening. It will be a story-book presentation of classics and contemporary books for youngsters.

Personnel notes: KNAC-TV, Ft. Smith, Ark., which recently absorbed KFSA-TV, has its expanded staff headed by Walter M. Windsor, named v.p. and general manager; Rex Hayes, commercial manager; Pat Porta, program director; Robert McCay, production manager and Charles Putnam, promotion manager.

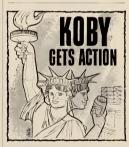
Personnel for the new sales staff of WCBS-TV, New York: Robert Baal, Alfred Di Giovanni, Robert Innes, Tom Judge, Edward Kenefick, John McCrory, James Osborne and Stan Schloeder. Also Walter Stein, to the post of research and sales promotion director and William Morris, sales promotion manager.



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

### WGN-RADIO

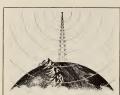


In San Francisco, audiences respond to KoBY's musical formula beamed to San Francisco families. From New York to motivates the market! If your favoire tune is "Happy Days are Here Again," played by thousands of ring-called your Ferty Man. Hell show you the rating facts and give you the big reasons to buy KoBY in San Francisco!

KOBY 10,000 watts San Francisco

Sit in with your PETRY Man
In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.



### a giant's voice

heard thraughaut the Racky Mauntain West, is the welcame voice af KOA-Radia! It's the aiant 50,000-watt vaice that has daminated the rich Western Market since 1924.

### a giant audience

tataling aver 4 millian peaple in rural and urban areas in 302 caunties af 12 Western states is reached. entertained, infarmed-and sald-by KOA-Radia.

### gigantic results

are effected by KOA's skillful pragramming af tap NBC pragrams and papular lacal shaws . . . by KOA's staff af talented personalities...KOA's 50,000 watts of clear channel selling pawer!

Call on the giant selling force in the West-KOA-Radioto do a gigantic selling job for you!





50,000 Watts \* 850 Kc

### SPONSOR ASKS

(Cont'd from page 61)

chalkboard. The last letter of each quotation was given as the first clue. As the contest progressed through the day, additional clues were given by having the announcer pull a letter of the alphabet from a bowl and indicate if the letter appears in the quotation and where it appears.

Winners were determined by earliest postmark. Neatness of entries was used as a tie breaker. Sixteen quotations such as . . . "In God We Trust," "Age Before Beauty," "Right As Rain," were used during the month-long con-

The contest was conceived by the KETV promotion department. Shortly after a new clue was given on one night at 11 p.m., more than 200 cars at one time jammed the main downtown post office in Omaha. The tie-up was caused by contestants rushing to have their cards and letters postmarked in time

A similar situation existed in Omaha's neighboring, Council Bluffs, Iowa.

Those on the scene in Omaha reported cars parking four blocks from the post office waiting to get to the outside mail boxes. Cars at one time were double-parked on three sides of Omaha's post office square. Some claimed it surpassed the busiest Christmas rush.

Post office employees were excluded from entering the "Quote to Click" contest after it came to the attention of station officials that some mail employees were using their proximity to cancelling machines to the disadvantage of other entrants.

Downtown stores reported a "run" on scenic postcards. One store operator said, "I first thought there was a convention of out of towners until I saw people jotting down quotations."

Quote to Click" has proven how television station KETV can motivate its viewers.

James W. Evans, promotion manager, WSOC-TV, Charlotte, N. C.



Promotions that are well advertised

I am a firm believer in diversified pro-

motional activities, especially in a market as highly competitive as Charlotte. There is benefit to be obtained from newspapers, radio, gimmicks, billboards, bus cards, and razzle-dazzle

And during the eighteen months WSOC-TV has been telecasting, the promotion has contained all of these features, each playing an important role in the growth and development of the station, and the stimulation of audience.

We have promulgated the Channel 9 gospel via leaflets, toy megaphones inscribed with a promotional message thousands of each of these two items were absorbed by the public at the 1957 Southern States Fair), 15-foot balloons flown over the area, contests promoting the sale and orientation of antennas (a 1958 Southern States Fair venture), and the propulsion of a "40and-8" rail engine through the streets of Charlotte heralding the arrival of a

Comment and response to these promotions indicated that each enjoyed success.

As a television man, however, I would be foolish not to be primarily devoted to and concerned with the

### In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for topdrawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

daring young maid In the tempting trapeze... she knows that KOIN-TV is just her style. In Portland and 30 surrounding Oregon and Washington counties she means sacks full of sales when you say it on her station. The gentlemen from CBS-TV Snot Sales will be only too happy to discuss with you the last word on KOIN-TV's stylish coverage and ratings.

force of my own medium in the promotion of audience

The reasons are obvious

Television is readily available and controllable. In the Carolina market it reaches 3,146,100 persons. It can communicate a specific message to a specific audience. It is both aural and visual. It is America's No. 1 advertising medium.

And audience promotion does require advertising.

Our most successful television promotion has been achieved through a plan of intense saturation in plugging a select few of our lagging shows in every available spot.

The intensity of such a campaign may often irritate.

But virtually every prospective viewer is reached sometime during the day and, if there is sales power in the promotional message, the result is bound to be a higher rating for the program being promoted.

The following examples can be cited supporting this plan.

After a series of high saturation campaigns in behalf of WSOC-TV's 6:30 p.m. local news show, the rating grew as much as 18.5 points in a few months.

Another local program, a week-day morning children's show, received the saturation treatment and the result was the capture of the majority of audience and an unusually high rating during mid-summer when the kids are normally outside playing.

Every type of promotion is designed with a specific purpose. And WSOC-TV will continue to depend on radio, newspapers, gimmicks, et al., each serving its own purpose in the promotion of audience

But when the smoke of the final rating battle settles, the station that stands tallest will be the one with the more effective on-the-air television promotion.

Chuck Olson, promotion manager, WREX-TV, Rockford, Ill.



Promotion with. showmanship

Our most effective promotional devices spring from spontaneous oppor-



### WDAK . . . BUT . . .

Long, lean, short, fat, old, young, round, bent, straight, male, female, all barely listen to anything but WDAK because WDAK is the most powerful station in the Heart of the South, broadcasting 24 hours a day, with 5,000 Watts, at 540 KC, with the most entertaining, intriguing, format ever heard, anywhere-and it SELLS!

WDAK covers MORE than the OTHER FOUR!



N.B.C.



Columbus, Ga.

Headlev-Reed - James S. Avers

### <u>now</u> Available!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION
PROGRAM

For Information
Contact: BILL SCHUBERT

### WVET

ONLY Station In The Nation That Gives TOP VALUE Stamps! 17 CLINTON AVE. SO. ROCHESTER 4, N. Y.

IMPACT!



### BONUS COVERAGE OF THE WEST TEXAS-NEW MEXICO MARKET\*

| KROD-TV's<br>Bonus<br>Coverage<br>(12 Counties) | NIGHTLY<br>COVERAGE | WEEKLY<br>COVERAGE |
|---|---------------------|--------------------|
| Over Station "B"<br>(5 Counties)                | 26.9%               | 19.3%              |
| Over Stotion "(" (2 (ounties)                   | 121.3%              | 58.6%              |
| And remember -                                  | KROD TV :           | the highes         |

And remember — KROD-TV is the highest rated station in America in markets of three ar more stations, ARB, May 1958.

\*Nielsen Report #3

### KROD-TY



tunities which involve participation by rotating segments of leading organizations in the family of cities served by WREX-TV coupled with backbone showmanship activities by station personnel

While showmanship is the cornerstone, the key to successful promotion is advance planning and relentless execution.

The majority of WREX-TV's top working brass form a showmanship family guided by a seasoned veteran of show biz, Joe M. Baisch, general manager of WREX-TV. Knowledge born of this group's wide experience has enabled consistent day in day out top notch audience promotional development. Theatrical "know-how" has been streamlined and shaped into television form.

Advertisers with commercial programs as well as civic groups interested in public service programs receive essentially the same campaign launching treatment on Channel 12. A typical campaign will consist of:

- 1. On-The-Air
  - a. film and slide spots
  - b. personality endorsement plugs c. personality announcement plugs
  - d. inclusion in special program run-downs
- "Sneak Prevue" at WREX-TV's television center for dealers, distributors, and, in the case of a public service series, the working committee and as many as 100 field workers, who, in turn, support our tv efforts with:
  - a. personal phone calls to friends, employees, or members of organizations interested in their project
  - b. distribution of window cards
     c. speaker's bureau to hit the grass roots level of school, church or other groups
  - d. postcard mail campaign
  - e. posting of prominent community or company bulletin boards.
- 3. Radio Announcements
- 4. Newspaper Campaign
  - a. paid ads
     b. feature materials and scene
  - art c. in-season campaigns with spe-
- c. in-season campaigns with special sections in area newspapers
- 5. Sound Truck
- Participation in parades and civic activities

### **DUAD-CITIES**

ROCK ISLAND . MOLINE
E. MOLINE . DAVENPORT

now the nation's

### 47<sup>th</sup>

### according to Television Age Magazine

RETAIL SALES are above

- the national average. Rock Island, Moline, East Moline
- ▼ are rated as "preferred
   ↓ cities" by Sales Management
   magazine for the first 6
- ★ months of 1958. You too, can
   ↓ expect above-average sales if
   you BUY WHBF-TV NOW!

### WHBF-TV

CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
RE®RESENTED BY AVERY-KNODEL, INC.









7. Exhibits at fairs, parks and playgrounds

8. Street ballyhoo

The above blue-print is executed with enthusiastic teamwork . . . finding support of the entire staff at WREX-TV. Channel 13, all constantly eager to assist in audience promotion. Participation by on-camera personalities at all local and area events, whether it be emceeing a WREX-TV sponsored stage show or riding in an open convertible in a parade in freezing weather, or by pin-pointing special programs on their shows . . . all adding up to "participation teamwork," the most essential ingredient of audience promotion.

Add to the above the use of outstanding public relations and we have enumerated a complete set of effective working tools that build enduring audience promotion. Station tours, premiere screenings, ID salutes to WREX. TV family of cities around-the-clock. sound-on-film interviews of area cities' civic, educational, religious and industrial leaders all crystallize the personalized WREX-TV image of a great tv station in the hearts and minds of its singularly most valuable community asset . . . its viewers.

In the leadership spotlight



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for topdrawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

VGN-RADIC CHICAGO, ILLINOIS

### AIR MEDIA

(Cont'd from page 46)

with the current boom in outdoor living, he recently began sponsoring Hinshaw's Holiday, a show devoted to outdoor family living. Except for direct mail, ty gets the entire budget,

Bullock's. "Every department store needs an institutional campaign over and above its other advertising," says Ervin Grant, a.e. at FC&B. Los Angeles, for Bullock's. The store uses radio heavily to sell goods, usually around a promotion, as well as for special needs such as convincing housewives it was easy to get downtown during a bus strike.

The image idea is carried over into media selection. For special promotions, such as the August Clearance Sale, an intense two-week radio saturation, made up of 20's and 30's is used. The selection of stations is based on the desired appeal: "to women interested in a sale of quality merchandise.' Grant explains.

But there is another aspect. "Radio is a good recruiter," Grant observes. "so Bullock's uses it very successfully to solicit additional help for Christmas and Easter. In these spots, as well as others, we keynote a quality image. By constantly maintaining this image we benefit all other advertising, as well as cashing-in on seasonal help.

J. J. Newberry Co. Los Angeles has a substantial Latin American population within the city. And Newberry has a downtown store. The two are brought together successfully via a 15-minute soap opera in Spanish (produced in Mexico) every weeknight of the year. Special promotions invariably prove its value.

Sears' Roebuck & Co. As its wellknown catalog will testify. Sears is a store with almost limitless merchandise. The problem: advertising the contents of a several-hundred page

After many years of using radio for special promotions only, Sears this fall embarked on regular sponsorship of Airwatch, traffic reports from a helicopter. There are three spots a day-8:05 and 8:35 a.m., and 5:20 p.m. "Besides the good-will generated by our service," notes Don Johnson, Mayers Co. a.e., "we use a different item or related group of items with each spot. Result: shortly L.A. motorists will be familiar with the variety and quality of Sears merchandise."

STATEMENT BEAUTRED BY THE ACT OF ACTOR ACT editor, managing color are: are: Publisher and Editor: Norman R. Glenn, Mama-roneck, New York, Yice-Pres. and Asst. Publisher: Bornard Platt, Rrs. New York. Executive Editor: John E. McMillin, New York, The owner is: SPONSOR Publications Inc., York, New York. 4. The owner is SPONSON Publications Inc., New York, New York Shifting I person of more of total anomat of nock models, P. V. Elaine C. Ground, N. V. Hang, C. Grown, M. V. Hang, C. Grown, M. V. Hang, C. G. Hang, C. H. C. Hang, C. H. L. C. H. C. H Hillord Singer, washington, D. Spenkut INV.
N. Income boudholders, mortgages, mortgages, tother security holders owning or bolding ! if or more of total amount of bonds, mortgag other securities are: NONE.
4. Pragraphs 2 and 3 include, in care the stockholder or security holder appears the books of the company as trustee or if other fiduciary relation, the name of the or corporation for whom such trustee is: the affinit's full knowledge and beautiful circumstances and coefficient under which stock-holders and executly holders who show appears to the company of t

Bernard Platt
Vice President,
Assistant Publisher
Sworn to and subscribed before me this 15th day
of September, 1658.
SEAUL Learn and September (1658).
(My commission expires March 30, 1960.)





Urban Complex...

as defined by:

The Ford Foundation dominated by:



Harrington, Righter & Parsons, Inc. New York • Chicago • San Froncisco • Atlanto • Bosto



### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGX to sell millions of dollars worth of goods for top-drawer elients. Exciting new programming in 1958 makes WGX's policy of high quality at low cost even more attractive to you.

### **WGN-RADIO**

CHICAGO, ILLINOIS



Target
Follow That Man
Dial 999
Union Pacific
Decoy
If You Had a Million

NO BLUE SKY BUYING EITHER

WSOC-TV

Charlotte, N. C. H-R Reps Nationally F-J Reps Atlanta



# Tv and radio NEWSMAKERS



John G. Garrison, associated with Official Films, Inc., since 1954 as sales representative and more recently as central division manager has been named National Syndication Director of Guild Films, Inc. Garrison has been actively interested in all phases of the radio and television business for twenty-five years, except for a four-vear stint in the army during World War

11. Beginning as a jack-of-all-jobs with KWKH, Shreveport, Garrison joined KMOX, St. Louis after the war. In 1947 he moved on to KSD-TV, St. Louis, where he worked at everything from programing and production to commercial packaging. Making the announcement, John J. Cole, Guild president said that Guild Films was fortunate to have a man of Garrison's background associated with them.

James C. Richdale, Jr., has been named vice president and general manager of KCUL-TV, Houston. Richdale had been acting general manager of the station since August 1958 and has been vice president and gen. mgr. of KOTV, Tulsa, another Corinthian outlet since November 1956. He broke into the broadcasting business with the Yankee network in Boston and



was associated for a time with the Edward Petry Company in New York. He moved to Tulsa and WOTV as commercial manager in November 1954. Announcement of this appointment to the Houston post was made by C. Wrede Petersmeyer, president of Gulf Television Corp. KGULTV is affiliated with CBS and a member of the Corinthian group which includes WISH and WISH-TV, Indianapolis.



George C. Stevens has been promoted to vice president in charge of sales for Transcontinent Television Corp., it was announced last week by David C. Moore, president of the broadcasting firm. Prior to joining Transcontinent in 1957 as general sales manager, Stevens had been associated with NBC for twelve years. At NBC, he held positions as business mana-

ger and account executive for WRCA (formerly WNBC), New York, as well as the post of sales director. Under his management at Transcontinent will be the various stations included in the Transcontinent Corp. These are: WROC-TV, Rochester; WGR radio and tv, Buffalo; WNEP-TV, Wilkes-Barre, Scranton; and WSVA radio and tv, Harrisonburg. Stevens is married and has six children.



### takes plenty of know-how

No matter how simple it looks, keeping atop a bongo board is no cinch. And keeping a radio station at the top-spot in a major market is a hundred times more difficult. The many complex elements which give radio its tremendous selling power are mostly local in nature. To blend these elements into an overall program structure that can hold commanding leadership in audience and in sales-influence, calls for great creative skill on the part of station management. Yes, Local Radio Programming is a difficult, exacting job — but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by

THIS NEW BOOK is helping advertisers intensify sales results from Spot Radio, through clearer understanding of the complex program elements that give certain stations their tremendous selling power. Price \$1 postpaid. Order from John Blair & Company, 415 Madison Ave., New York 17, N. Y.

### JOHN BLAIR & COMPANY

### **Exclusive National Representative for:**

| New York      | WABC | Wash   |
|---------------|------|--------|
| Chicago       | WLS  | Baltin |
| Los Angeles   |      | Dalla  |
| Philadelphia  |      |        |
| Detroit       |      | Minn   |
| Boston        |      | Hous   |
| San Francisco |      | Seatt  |
| Pittsburgh    |      | Provi  |
| St. Louis     |      | Cinci  |
|               |      |        |

| Baltimore                                 |      |
|---|------|
| Dallas - Ft. Worth                        |      |
|   | KFJZ |
| Minneapolis - St. Paul                    |      |
| Houston                                   |      |
| Seattle-Tacoma<br>Providence - Fall River |      |
| New Bedford                               |      |
| Cincinnati                                |      |
|   |      |

| Miami               | . WOAM |
|---------------------|--------|
| Kansas City         |        |
| New Orleans         | .WDSU  |
| Portland, Ore       | KGW    |
| Denver              | KTLN   |
| Norfolk-Portsmouth- |        |
| Newport News        | .WGH   |
| Louisville          | .WAKY  |
| Indianapolis        | . WIBC |
| Columbus            | .WBNS  |

| San Antonio              | . KAKI |
|--------------------------|--------|
| Tampa - St. Petersburg   | .WFLA  |
| Albany-Schenectady-Troy. | .WTRY  |
| Memphis                  | .WMC   |
| Phoenix                  | . KOY  |
| Omaha                    | .wow   |
| Jacksonville             | .WJAX  |
| Nashville                | .WSM   |
|                          |        |

| Wheeling-Steubenville | WWVA |
|-----------------------|------|
| Tulsa                 | KRMG |
| Fresno                | KFRE |
| Wichita               | KFH  |
| Shreveport            | KEEL |
| Orlando               |      |
| Binghamton            | WNBF |
|                       | KIDO |

Bismarck.....



### Marketing and the air media

Radio and ty station owners will do well to ponder the implications of the comprehensive N. W. Ayer story which is carried in this issue of SPONSOR.

What is clearly apparent in this study of America's oldest advertising agency is the changing character of the advertising bursiness, and the new conception of air media as the "tools of marketing."

Not so many years ago, when television was just coming in. it was regarded as an exciting, even breathtaking novelty by many agencies and advertisers, and innumerable sales of tv time and programs were made on the basis of tv's newness—and not much else.

Radio too, in the old days, enjoyed its period of a popularity based largely on the novelty appeal, and radio incomes were often inflated by the appropriations of advertisers who wanted to make a splash, but were relatively indifferent to sales results.

All this, however, has changed. Modern agencies and modern advertisers are approaching both radio and tv with completely practical eyes—and well they might, for the air media frequently can make or break them. Consequently the new emphasis on over-all marketing also has placed new responsibilities on the shoulders of those who operate radio and tv properties.

### The need for marketing savvv

In recent months sponsor has talked with a number of high-placed agency media men who have each emphasized the need for more thorough awareness, on the part of station owners and station salesmen, of the marketing needs and problems of particular advertising accounts.

"Don't just tell us how good your station is," says a media director of one of the top five agencies. "Tell us how your station, in your territory, can sell the particular product we are marketing."

It is a challenge, and an opportunity, for every wide-awake station man.



THIS WE FIGHT FOR: Business-like methods in an increasingly business-like industry. Examine your rate cards, your rates, and your operating practices, and streamline them, if necessary, for new age of air-media marketing.

### 10-SECOND SPOTS

Recall: A California housewife told us of her four-year-old daughter who, on a recent trip to the supermarket, insisted they buy tv-advertised brands Rin Tin Tin Cereal, Annie Oakley Bread and cigarettes with the "Flop-Top box."

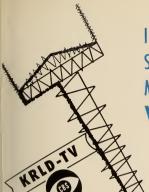
Nomme de sweet: WOR-TV. New York, advertiser Barton Candy Corp. has just changed the name of its bestseller candy Tv Munch to Million Dollar Movie Munch to tie-in with its sponsored Million Dollar Movie. After eating, be sure to brush your teeth to remove the feature film.

Meow: With National Cat Week set for 2 to 8 November, we were hit with the story of the ad agency whose executive personnel were riddled with ulcers. Finally a physician suggested to the agency president that he get a cat and make it a sort of mascot inasmuch as it would set a good example of relaxation; watching it relax would make the admen do the same thing. A cat was brought in and everything went swimmingly for about three months. The admen's ulcers seemed to clear up. Then one day the cat was suddenly rushed to the veterinarian who reported. "Your cat got ulcers."

Honors: Steverino, Greyhound Bus Co.'s greyhound (Steve Allen Show, NBC TV) has been named America's Canine Symbol for World Day for Animals on 4 October. We're sort of proud he made it over print media's Wollschmidt Vodka wollhound.

Fat free: Blair-TV's Martin Katz, master of dreaming up improbable memos on impossible subjects, has just come up with some thoughts on the airlines. "Running counter to best medical dicta," says Katz, "the airlines continue to place a penalty on leanness and, instead, reward fat." He bases the observation on Bob Hemm, Blair salesman, who, on a recent trip from the coast had to pay overweight on standard rep equipment (dictaphone, Nikon camera, Diner's Club card and attaché case) despite the fact that he is a lightweight. Yet behind him at the check-out counter was a behemoth twice Bob's weight (carrying only 12 chocolate doughnuts and a fifth of Chivas Regal) who went scot free.

Switch: So the Martian landed in Paris and cried, "Take me to Bardot. Your leader I can see later."—by Phil Stone, CHUM, Toronto.



If You Buy Any Other Television Station in the Dallas-Fort Worth Market....

### WE BOTH LOSE MONEY

For these reasons ....

KRLD-TV covers more total homes and more television homes than any other station in Texas or the Southwest ... and with an intensity of circulation both daytime and nighttime, weekly and daily, unapproached by any other Dallas-Fort Worth TV channel.

NCS No. 3, SPRING, 1958

### COMPARATIVE CIRCULATION

DALLAS-FORT WORTH TELEVISION STATIONS

| KRLD-TV     |  | Daytime<br>Daily<br>IV Homes<br><b>99,050</b> | Nighttime<br>Daily<br>TV Homes<br>368,920 |
|-------------|--|---|---|
| Station B . |  | 260,530                                       | 353,160                                   |
| Station C . |  | 255,290                                       | 338,780                                   |
| Station D   |  | 147 490                                       | 175.360                                   |

KRLD-TV, Channel 4, telecasting with maximum power from atop Texas' tallest tower, is the television service of The Dallas Times Herald, owners and operators of KRLD Radio, the only 50,000 wart full-time radio station in Dallas-Fort Worth. The Branham Company, national representatives.

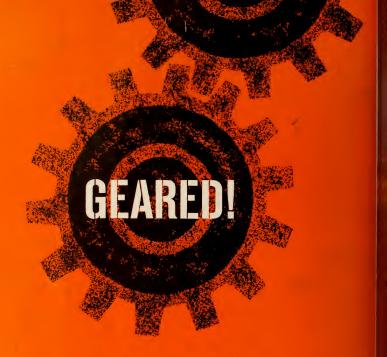
JOHN W. RUNYON Chairman of the Board CLYDE W. REMBERT

FORT WORTH DALLAS
TEXAS
Tower
1,685 Feel
Above Average
Terrain

**KRLD-TV** 

CHANNEL 4

CBS TV FOR DALLAS - FORT WORTH



### ... number one in America's 37th TV market, reports Nielsen \*3

Now confirmed and certified by the Nielsen Coverage Survey #3, is the clear-cut domination WSTV-TV Channel 9 of the prime Steubenville-Wheeling television market:

over 200,000 more TV homes covered than its nearest competitor
 lowest cost-per-thousand, by fe
 highest TV set coverage in all total Nielsen survey categories: monthly, weekly, daily, daytime and evening

For advertisers, WSTV-TV delivers deepest penetration into the 39 densely populated counties comprising the rich Upper Ohio Valley where retail sales hit \$3,159,860,000. And only WSTV-TV offers FREE "Shopper-Topper" merchandising service—"promotion in motion" designed to move food store products in America's Steel and Coal Center. For more details, ask for our new "Shopper-Topper" brochure.

A Member of the Friendly Group Stations: KODE-TV, WBOY-TV, WSTV-TV 52 Vanderbilt Ave., N. Y. 211 Smithfield St., Pittsburgh Rapresented by Averv.Kondel Inc.







WSTV-TV

"Best Buy by Any Known Source."

### SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

### **MER'S DAUGHTER DOES** NING CHORES! . . .

ings are different today in our land and Honey. Farm living is tops, finanand otherwise. Here's a rich market . . . ural and 58% urban . . . more than O homes enjoying Channel 2 television. CHORES YOU WANT DONE?







THE LAND OF MILK AND XONEY WBAY ch. 2 **GREEN BAY** 

### HOW A RADIO SPOT BUY IS MADE AT Y&R

An inside story of what happens, who is involved, and what steps are taken when Y&R plans, buys and schedules a typical spot campaign. Step-by-step plan for the new radio planning for the White Owl Cigar account.

Page 35

Self-service age puts premium on radio/tv displays

Page 40

Hooper service is riding the big radio boom

Page 42

Live-local talent gives pep to tv commercials

Page 48

DIGEST ON PAGE 2

the newest things in sight and sound are coming from

### SIGNAL HILL

...home of WDAF-TV and Radio, Kansas City's first and largest broadcasting center. If you know the Heartland, you know that all eyes and ears turn here because Signal Hill stands for stability, something people can depend on ... whether for information or entertainment.

Under National Theatres direction, this character is being conscientiously strengthened each day, with important policy improvements.

Important to whom?

First, important to the million-plus people who watch and listen ... and buy your products... people who insist on the finest possible programming in return for their time. That's what they're going to get on Channel IV and on 610... from us and from NBC.

Important, also, to you who must sell this big midland market. The kind of improvements we're talking about will make that selling job easier than it has ever been in Kansas City.

National Theatres pledges both of you new strength in programming...new appeal in personalities...new power in promotion and merchandising...new depth in market information...new vigor in sales follow-through.

These are the improvements we want to tell you more about. You'll be getting the specific details from us and our good station representatives...

In Television: Harrington, Righter & Parsons, Inc. In Radio: Henry I. Christal Co., Inc.



A NATIONAL THEATRES STATION



# Coverage that Counts!

### WJIM-TV

Strategically located to exclusively serve

LANSING.... FLINT.... JACKSON

Basic



..AB



Represented by the P.G.W. Colonell



### 18 October 1958 • Vol. 12, No. 42 SPONSOR

### THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

### DIGEST OF ARTICLES

#### How a radio spot gets on the air

35 This unusual picture story shows the various steps a radio commercial undergoes at Y&R from its inception until the time it goes on the air

### Schaefer sells beer with time spots

38 After nine-year Brooklyn Dodger sponsorship, Schaefer Brewing turned to heavy spot campaign this year on radio and tv with strong results

#### What radio can do

39 Dramatic proof of pulling power of radio is recent public service promotion at Boston's WBZ which pulled 35,000 out of 75,000 population

### Plan displays for "lonely shopper"

40 Ralph Head suggests ways to change habit-buying with use of radio/tv displays-now more important than ever in self-service age of buying

#### Hooper: more markets, more service

42 The grandaddy of all existent rating services is profiled in this issue complete with latest developments and future plans which are ambitious

#### Radio's hot medium for frozen foods

45 For the past decade, most of Roman Products' ad budget has been going into spot radio. Annual sales have gone from \$10,000 to several million

#### KLM shoots for real Dutch flavor

46 Royal Dutch Airlines produces its commercials in Holland for its first tv flight. EWR&R finds Dutch production is a real television treat

#### Punch 'em up on election night

47 Unique, home-made gimmick for speedy reporting of election returns employs old-fashioned cash registers in the studios of KDAL-TV, Duluth

#### Local live talent peps up tv selling

48 Thompson, Ayer and many other large and medium sized agencies are using a wide variety of local live personalities in television commercials

#### SPONSOR ASKS: Which commercial is more effective -personality-delivered or e.t.?

52 Agency and station executives consider the timeless puzzler, "How does an e.t. compare to a personality-delivered commercial in effectiveness?"

### **FEATURES**

63 Film-Scope

26 49th and Madison

64 Marketing Week

68 News & Idea Wrap-Up

6 Newsmaker of the Week

68 Picture Wrap-Up

56 Radio Results

20 Sponsor Backstage

66 Sponsor Hears

13 Sponsor-Scope

82 Sponsor Speaks

30 Spot Buys

82 Ten-Second Spots

8 Timebuvers at Work

80 Tv and Radio Newsmakers

65 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant, Publisher Bernard Platt

EDITORIAL DEPARTMENT **Executive Editor** 

John E. McMillin

Managing Editor

Alvin W. Outcalt

News Editor den Bodec

Special Projects Editor Altred J. Jaffe

Senior Editor W. F. Miksch

Associate Editor Russ Carpenter

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles) Pete Rankin

#### Assistant Editors

ck Lindrup Gloria Florowitz

Contributing Editor

Joe Csida

Art Editor Maury Kurtz

Production Editor

Florence B. Hamsher

**Editorial Assistant** Vikki Viskniskki

### ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager Herh Martin

Midwest Manager Roy Meachum

Production Manager

Jane E. Perry Sandra Lee Oncay, Asst.

#### **Administrative Staff**

Dorris Bowers George Becker Laura Datre Laura Oken Jessie Ritter

PROMOTION DEPARTMENT Jane Pinkerton, Manager

### CIRCULATION DEPARTMENT

Seymour Weber Emily Cutillo Harry B. Fleischman

Member of Business Publications Audit of Circulations Inc.

### SPONSOR PUBLICATIONS INC.

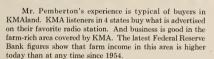
combined with TV. Executive, Editorial, Greaterian and Advertising Offices: 40 E. 49th St. (1970). Greaterian and Advertising Offices: 40 E. 49th St. (1970). Greaterian Mey Total N. V. Telas-12 N. Michigan Ave. Phone: Superior 7-398. Simingham Office: Town House, Birmingham Office: 500 House, Superior 7-398. Simingham Office: 500 House, Simingham Office: 500 Hou ©1958 Sponsor Publications Inc.



"When it's advertised on KMA. I have to put it in most of our stores!"

says Lee Pemberton, Sr., Head Buyer for Beaty Grocery Company, St. Joseph, Missouri, Operators of 355 HY-KLAS food markets, 226 of them are in the four-state area served by KMA.

This is a typical Hy-Klas super market. Hy-Klas is the largest independent chain in the midwest area.



Pulse proves KMA has the audience...and sales results prove that it's a loyal audience with money to spend.

Enough said?

Join the 218 spot users who get sales action on KMA.

THE HEART BEAT OF THE CORN COUNTRY



SHENANDOAH, IOWA

Represented by EDWARD PETRY & CO., INC.

### OCT. 1948: 900,000 VIEWERS!



Milton Berle is back. His prem show on Wednesday, October 8 viewed by the greatest audienc any new program this seasor was larger than the combined a ences of the competing show the other two networks.

Berle's return gave dramatic f to the truly amazing growth of vision in one decade. Ten years he starred in the young medit most popular show, yet his audi last week was 51 times greater.

Before the largest audience ever watch him, Mr. Television returned to the medium he helped create to the network which, with hintroduced television to the Arcan people—The Network of S

### NBC TELEVISION NETWORK

SOURCE: NBC Research Department Esti

# ...still



# Mr. Television!



### EVERYBODY IS LOOKING FOR ONE MINUTE AVAILABILITIES THESE DAYS . . AND HERE ARE TOP BUYS IN JACKSONVILLE'S \$1½ BILLION MARKET

Better take a second look at the highly competitive Jacksonville television market. It's no longer a One-Station market and if you want to reach deep into the rich North Florida-South Georgia television area, then choose from this list of prime one minute availabilities on WEGATV.

- ★ Dave Garroway's "Today" from 7:00 to 9:00 AM
- ★ "Romper Room" with Miss Penny from 9:00 to 10:00 AM
- ★ "All Star Theatre" from 10:00 to 10:30 AM
- ★ "Hour of Stars" with host John Conte from 1:00 to 2:00 PM
- ★ "Popeye Playhouse" from 5:00 to 6:00 PM with Skipper Al
- ★ "Theatre 12" with feature films on Saturday and Sunday nights For further information concerning availabilities—call Ralph Nimmons in Jacksonville at Elgin 6-3381 or contact your nearest P.G.W. representative.

## NBC-ABC

Represented Nationally by Peters, Griffin, Woodward, Inc.

# WFGA-TV Channel 12 Jacksonville, Florida FLORIDA'S COLORFUL STATION



## NEWSMAKER of the week

This week, the advertising industry got some black and white statistics on color television. The first formal report on "ColorTown, U.S.A."—a panel of 4,000 tv set owners—was released by BBDO and NBC, who jointly financed the study. The survey shows how color tv set owners compare to black and white set owners as to income, education, buying habits.

The newsmaker: Ben Gedalecia, v.p. and research director of BBDO, who released the study jointly with Hugh H. Beville, v.p. and head of planning and research for NBC.

ColorTown, according to Gedalecia, is a typical medium-sized community. Some 4,000 families will be surveyed from time to time to determine the growth and impact of color tv. This first formal report on ColorTown compares 328 color tv set owners with their less fortunate neighbors. The actual field work was done by Advertest Research, Inc., of New Brunswick, N. J.

Not unexpectedly, color tv set owners show up well ahead of black

and white tv set owners by a wide margin. In terms of income, 65% of color set owners have incomes over 87,500, while only 17% of the 4,000-member panel have incomes this high. And 80% of color set owners also own their own homes.

Color set owners also lead the average citizen in terms of education; almost four out of 10 color owners have graduated or attended college. What's more, the man with a color tv set is generally a



B. C. I-1....

with a color tv set is generally a man of personal influence; the BBDO-NBC survey shows that he entertains more, is entertained more, and belongs to more social clubs.

Perhaps the most interesting aspect of the ColorTown survey is that color tv set owners are more adventurous: more than half of them say they like to try new products as soon as they hit the market; 62% of black and white set owners, on the other hand, say they prefer to wait until others have tried new products before they buy.

Finally, color tv set owners are clearly enthusiastic about their tinted screens. About 90% claim they like color tv "very much."

Future reports on ColorTown, says Gedalecia, will chart for clients of BBDO and NBC the change in character of the color tv market as it grows, will also show how much impact color adds to programs and commercials. Gedalecia, a research veteran of some 16 years, was chief of overseas research for the Office of War Information during World War II, later joined American Broadcasting Co. as head of both radio and tv research. In 1950 he moved to the U. S. State Department as chief of evaluation of the Department's information operations, and in 1953 joined BBDO as research director.

## **NEWSMAKER STATION of the WEEK** WHBQ appoints EASTMAN

HAS INCREASED ITS AUDIENCE BY 132% IN ONE YEAR TO ATTAIN ITS PRESENT DOMINANT POSITION IN MEMPHIS!

Hooper: Aug. - Sept. 1957 to Aug. - Sept. 1958





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue

New York 22, N.Y. PLaza 9-7760

CHICAGO:

333 N. Michigan Ave. Chicago, Illinois Financial 6-7640

SAN FRANCISCO: Russ Bldg-Room 1043

San Francisco, Cal. YUkon 2-9760

## MISSOURI'S THIRD TV MARKET



## 167,769 TV HOMES\*

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and \$776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of

KODE-TV in the Joplin market is  $28\,\%$  taller, and  $29\,\%$  more powerful than any competitor.

\*Television Mag. Set Count—June '58

# CREATED BY KODE-TV

JOPLIN, MO.



WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Jopin; WPAR, Parkersburg; WPIT, Pittsburgh; KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago ren



## Timebuyers at work

Jon Ross, partner of Ross-Reisman Co., Los Angeles, buys with a "definite suspicion of the rep who does his selling via a rating book. Even when stressing ratings, the rating seller will invariably use the phrase, 'if you believe in them,' indicating his own disbelief, and of course, dismisses them entirely when the station's rating has slipped.

If stations really believed in ratings, Ross feels, the top-rated stations wouldn't have to vie with the others in merchandising." Ross discounts ratings almost completely. His timebuying is based on what he knows stations have done for his or similar products and intuition. "A recent singlestation, one-day promotion for one of our accounts brought over a thousand people to a merchandising event, although to believe the



surveys the station couldn't muster that many listeners in a week! Another test of a station is in its acceptance in the community by those who do listen to it. In particular, I look for listener loyalty to a station and its products. I'll take the cost-per-1,000 purchasers, not the cost-per-1,000 listeners of a station. This is what counts."



Doug Humm, Charles W. Hoyt Co., Inc., New York, feels that ratings are a far cry from the answer to station evaluation. "Even rating services admit that they are a 'sample operation'," Doug says. "and therefore, I feel, shouldn't be used too matter-of-factly. As an example, if a buyer asks his research department to give him a stand-



ard table of deviations for a particular report, he would discover that small differences between ratings are virtually meaningless. Take, for example, a sample size 0.5 do 1 probability ranging from 6.4 to 13.5." Doug says that if you take into consideration the number of times a decision is made on a tenth of a rating point, you can see that buying on pure numbers becomes ridiculous.

"Consequently, the other factors must be given serious consideration
—What is the station's position in the community? Will the station
sell the client's product or just deliver copy? How will the commercial be integrated into the program? Is its audience loyal? These are
but a few facts that must be laid out and evaluated when you buy."



# TAMPA - ST. PETERSBURG ... market on the move!

The nation's biggest retailers are expanding in the MARKET ON THE MOVE—TAMPA-ST. PETERSBURG—offering impressive selections of merchandise to satisfy the needs of a skyrocketing population. Smart merchandising methods coupled with the most modern store facilities helped spark the amazing business growth in TAMPA-ST. PETERSBURG—NOW IN TOP 30 MAR-KETS—30th in retail sales, 27th in automotive sales, 29th in drug sales.

Keeping pace with this growth is the station on the move—WTVT—first in total share of audience\* with 30 of the top 50 programs\*. WTVT with highest-rated CBS and local shows, blankets and penetrates the MARKET ON THE MOVE—TAMPA - ST. PETERSBURG.

\*Latest ARB

station on the move...

## WTVT

TAMPA - ST. PETERSBURG



Channel 13

The WKY Television System, Inc.

WKY-TV Oklahoma City WKY-RADIO Oklahoma City WSFA-TV Montgomery

Represented by the Katz Agency

For LOCAL Sponsorship—Never Before Such GUEST

# The Rosemary



Tennessee Ernie Jane





Dorothy Malone Jose

Vincent Price Carol





Gene Nelson Charles C

Mel Torme Zsa Zsa Zsa





Guy Mitchell Hildegard

many more guest star "greats"!

PREDICTION: A Rosie Future for All Sponsors of These 39 Star-Bright Half Hols on Film . . . All Made Expressly for Local Advertisers.

STARS GALORE in One Wonderful Film Series!





Leigh Tony Curtis



*Terrer* 



Julie London



Channing



Cesar Romero





Dorothy Kirsten



Gabor



Boris Karloff



Buster Keaton



and

Write, Wire, Phone

# mca tv

America's No. 1 Distributor of TV Film Programs
598 Madison Avenue · New York 22, N. Y. · Plaza 9-7500
and principal cities everywhere

## results



Products sell on Bartell Family Radio because programing is pointed toward results. Audiences are kept alert and responsive by the wonderful games for family fun \_a built-in results producer! No passive listening here. But a constant panorama of excitement, companionship, intelligence\_ packaged with show-, manship, scholarship salesmanship.

Biggest audiences, richest audience composition are by-products of researched radio.

Bartell Family Radio is your <u>must-buy</u> for BUYERSHIP, for sales results.

Bartell It ... and Sell It!



AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.



## SPONSOR-SCOPE

18 OCTOBER 1958
Copyright 1958
PONSOR PUBLICATIONS INC.

Media directors on Madison Avenue said this week that they already are feeling the effects of the current boom in spot tv:

Stations in some of the bigger markets apparently are getting lax about allowing sufficient time between competing products.

-

National spot radio should start pick up appreciably and remain good until at least the end of the year.

Media buyers say that the elections have somewhat complicated their schedules; but indications are that when the Christmas push starts after 4 November the leavings in major tv markets will be so slim that radio will get some spill-over in addition to normal business.

-

Discount talk that Burnett will switch the Tea Council tv campaign from one station to another if the accumulative points don't turn out satisfactorily.

John Holland, Tea Council buyer at Burnett, this week told SPONSOR-SCOPE that "any change in spot schedules is always dictated by how the schedule meets the advertiser's objectives," as well as the availability of other spots in the market.

-

The C. J. LaRoche agency this week challenged ABC TV's policy of barring adiates from taking products on the co-op section of American Bandstand that are competitive with products in the network-sold portion of the same afternoon show.

ABC's position is that the protection promised in the network half-hour extends to the entire hour of Bandstand. One of the clients so protected is Luden's.

LaRoche charged that, because of the network "arbitrary" stand, ABC affiliates in 15 markets may shy away from spot schedules on Bandstand being placed for NECCO by the agency. WMTW, Mt, Washington, already has cancelled the NECCO schedule.

The challenge was in the form of wires of protest to members of ABC TV's station advisory committee. (NBC, incidentally, has a similar protection policy.)

-

The drug field has taken up much of the slack this season in network tv resulting from Detroit cutbacks.

These figures are a clue to the drug's ever-increasing importance: Last year at this time drugs accounted for 27 nighttime commercial minutes a week on the three networks. This fall the count is 41 commercial minutes.

In terms of the number of programs sponsored, last fall it was 12; this season it's 17.

The burgeoning participation of the drug field also applies to network daytime and spot.

A cold remedy manufacturer this week was negotiating with NBC for his debut in ty the first of the year as a result of some encounters at the recent convention of the National Association of Retail Druggists.

As his agency tells the story: Whenever he mentioned his 1959 ad campaign to a druggist, the question popped at him was, "but where's television?"

The money for tv is being shifted from print.

Chicago reps pin bright hopes on the heavy pitching they've been doing at General Mills' home office.

They're looking to the Minneapolis giant and its three agencies to reappraise its stake in spot ty (the agencies are BBDO, DFS, and Knox-Reeves).

The account this season is heavier than ever in daytime tv.

Women's service magazines have another competitive headache heading their way from daytime tv:

NBC TV is building up its quota of daytime coloreasting with the idea of luring business from the fabric, carpet, and fashion fields.

It will be the first major continuing attempt of daytime tv to attract advertisers who make color a requisite for their women-oriented ads.

The music and news format is beginning to take roots among farm stations.

Two factors that seem to be fostering the trend:

- 1) Rural audiences, many farm stations have found, like the same kind of entertainment as urban listeners where the age bracket is comparable.
- Farm stations geared to the music and news format show up better in urban area ratings.

(For details, see SPONSOR's Farm issue, 25 October.)

The electric shaver field still has trouble making a recovery from the sales slump that hit it during the recent recession.

The outlook for this year—unless the Christmas business is phenomenal—is about a 30% drop in units sold from the record 6,200,000 in 1957.

30% drop in units sold from the record 6,200,000 in 1957.

Competitive circles in the shaver trade estimate that of all the brands Noreleo scored the biggest increase in market share this year (somewhere between 35-40%).

The approximate shares of market in 1957 were: Remington, 35.7%; Schick, 22.3%; Norelco, 17.3%; Sunbeam, 11.6%; and Ronson, 5.7%.

Judging from conversations in the corridors of recent NAB regional meetings, the problems agitating radio station managers are headed by these four:

- 1) The competition for spot business created by the networks.
- Looseness on the part of competive stations in a market in granting national and regional accounts local rates.
- 3) Double-billing on advertising involving co-op money (newspapers still are doing it enough to keep the system alive).
  - 4) Rate-cutting via the device of improvising packages at a moment's notice.

Noted one station operator:

"These rate-cutters remind me of the merchant who boasted, 'I may lose money on each sale, but I make it up in volume'."

Compared to 1957, the battle for No. 1 position in shares of audience among radionetwork affiliated vs. independent stations in the top 25 markets is practically at a standard.

Adam Young's new market-by-market analysis, based on the latest Pulse reports—from 6 a.m. to 6 p.m., Monday through Friday—shows that the situation hasn't changed much from a year ago.

Here's a year-to-year tally for the first-placers:

| CATEGORY            | 1952 | 1956 | 1957 | 1958 |
|---------------------|------|------|------|------|
| Network Affiliates  | 25   | 12*  | 4    | 5    |
| Independent station | 0    | 10*  | 21   | 20   |

<sup>\*</sup>Network stations were tied with independents for first place in three markets.



Though network tv nighttime programs still are going through their shakedown period, agency showmen this week discerned certain clues in the early fall ratings.

Broadly speaking, the trends by program types seem to be shaping up thus:

WESTERNS: Group-wise, their ability to deliver a sturdy cost-per-thousand shows no signs of diminishing. In fact, the holdovers appear stronger than ever, and all but a couple of the newcomers started at a gallop.

SITUATION COMEDIES: Those with established personalities seem solid; the new contingent, though, looks somewhat wobbly.

ADVENTURE SHOWS: Only one or two of the new entries shows promise.

STAND-UP COMEDIES: A little too early to tell how they'll hold up.

The tv networks were exceptionally active this past week playing musical chairs in their station lineups:

- CBS TV upset the UHF balance in the Connecticut Valley by taking on WTIC-TV, Hartford, as an affiliate and shuttering its own ultra-high WHCT. This leaves MC TV's WNBC as the lone network UHFer in the state. CBS simultaneously raised the basic rate from \$700 to \$1,750 (protection is extended to current CBS contracts, however).
- NBC TV tied in with the forthcoming channel 10 in Jackson City to round out its service in Michigan. (Call letters for the newcomer aren't set yet.)

CBS TV may call it quits with those early morning audience participation shows—Play Your Hunch and For Love or Money—and resort to personality strips.

It's been a struggle with the two incumbents-programing, rating, and sales-wise.

•

For the first time the drug-toiletries contingent has a larger representation than the soap and household cleanser group in daytime network tv.

There are 10 clients in the drug-toiletries category as compared to eight from the soapcleanser field. (Foods account for 22 advertisers.)

All told, daytime newcomers this season include Kodak, Pharmaceuticals, Ronson, Glamorene, U. S. Steel, Heinz, Sunshine Biscuits, Frigidaire, and National Biscuit.

•

The Readers Digest has retained a research firm to find out whether viewers do other things while the commercial is on.

The study, to be made by M. H. Wallach, also will prove the degree of concentration obtained by various types of programs.

Wallach meanwhile is doing qualitative research on program viewing for Revlon, Ford, and Chrysler, seeking to document via personal coincidental interviews (1) the composition of the family audience, (2) members of the family not watching, (3) program and sponsor identification, and (4) use or ownership of the product being advertised.

Agency marketers suggest that tv network presidents put this at the top of their planning pads: Setting up a project to find out how network advertising can be localized in terms of merchandising and other sales devices.

What these marketing experts are driving at is this:

- The networks have a lesson to learn from their experience of the past eight months when a sellers' market became a buyers' market. Their rigidity hurt them.
- Tv network use is much more flexible than it was a year ago, but it isn't flexible enough. It still doesn't entirely satisfy the advertiser's need for getting the most out of his dollar in localized situations.
- Now that the networks are moving into a sellers' market, they could insure themselves against the next business downtum by hiring some experts to blueprint ways to best serve the client's localized marketing needs.

(For implications of this theme, see national vs. private brands strnggle article, 30 August SPONSOR.)



The makers of nylon cord for auto tires, as a group, have turned to network radio (CBS) for an institutional job on tire manufacturers, dealers, and consumers.

The campaign, which starts first of the year, calls for four news units a day plus six Impacts. Agency: McCann-Erickson.

The tv-radio session at the ANA's coming annual meet in Hot Springs, Va., 9-12 November will stress one old theme and a new one.

The recurrent one: "The responsibility of advertisers in meeting mounting tv costs." Lever's radio-tv director Howard Eaton has been assigned to talk about it.

The newer subject: The future importance of magnetic tape in tv. Revlon's George Abrams will be the discussion leader.

NBC Radio's Joe Culligan has sprouted something offbeat in news packages, which this week was being appraised by Madison Avenue as at least challenging.

The basic concept: An institutional advertiser would place at NBC's disposal a kitty of \$200-250,000 which the network would draw from to go all-out in airing a newsbreak of transcendental stature. The title of the "specials" (whose choice would be left entirely to the network's news editors): The Unpredictables.

.

Chicago agencies are sharpening up a weapon against Madison Avenue competition: Expanded service.

Media departments of the larger agencies now are manned with a multiplicity of specialists.

For instance, some media directors have media supervisors for each account or several accounts, with a media analyst out of research also available.

Merchandising services likewise are being stepped up and given a lot of attentioncalling in dealings with present and prospective clients.

Acting on an idea from BBDO, ABC Radio is developing a business-type program which would have, for instance, a specialized appeal for purchasing agents.

The advertising prospects would be firms that concentrate a big portion of their advertising money in trade journals.

Contained in the format: General business and individual industry trends, analytical bits about the stock market, what top corporate management is doing and thinking, how the listener can get ahead in business, etc.

The program would be scheduled at a time convenient to executives' driving from office to home.

Take it from knowledgeable admen, tv still has an important educational job to do at the agency plans board level:

The medium ought to explain why retailers prefer to over newspapers when it comes to merchandising.

It could be pointed out to the plans board that over the course of a 26-week campaign the merchandising tieups engineered by a newspaper rarely come to more than two; however, during a spot campaign the average station constantly keeps working away at retailers (particularly the chains) not only for inclusion of the product but special displays hesides.

As one agencyman puts it:

If you're not helped in getting your products into a local chain, 40% of your ad dollars are wasted.

-

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 30; News and Idea Wrap-Up, page 68; Washington Week, page 65; SPONSOR Hears, page 66; Tv and Radio Newsmakers, page 80; and Film-Scope, page 63. First monthly averages from ARBITRON:



# rated

New York's

# No. 1

Independent

...and No. 3 among all seven stations in the nation's largest market!

| Network A     | 38.4 |
|---------------|------|
| Network B     | 25.8 |
| <br>WNEW-TV   | 11.0 |
| Network C     | 10.8 |
| Independent D | 8.6  |
| Independent E | 6.5  |
| Independent F | 4.7  |

ARBITRON, September 1958: Average Quarter-Hour Shares - Sign-on to Sign-off, Entire Week.

DIRECT FROM FIRST RUNS! OFFERS YOU.

# FABULOUS FIRST RUNS! ECONOMEE OFFERS YOU... SMASS RECTIFICATION RECTIFIC

ECONOMEE'S NEW STAR-SPANGLED RATING WINNER

SCORING FIRST RATINGS LIKE THESE:

BOSTON **BUFFALO** MINNEAPOLIS CHARLESTON

43.5 PITTSBURGH 27.7 AHAMO 32.3 SYRACUSE 28.2 PROVIDENCE

52.5 42.0 33.8 37.5

SOURCE: ARB AND PULSE

ACTION! GALLANTRY! EXCITEMENT! Individually or together, these two series with proved audience appeal pack a selling wallop that will top your competition, help increase your sales fast!

POWER-PACKED PRESTIGE SHOWS

## **QENSATIONAL** "ANNAPOLIS" RE-RUN RATINGS:

JOPLIN-PITTSBURGH COLUMBIA, S.C. BALTIMORE **RE-RUN RE-RUN** RE-RUN 39.1 CHARLOTTE LAS VEGAS SALT LAKE CITY RE-RUN **RE-RUN** RE-RUN 34.7 28.7 26.5 SEATTLE-TACOMA BOISE NORFOLK

**RE-RUN** RE-RUN

**RE-RUN** 

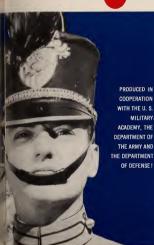
SOURCE: ARB AND PULSE

GLORIOUS AS OUR COUNTRY'S HISTORY. COMPELLING AS THE CALL TO COLORS!

> COOPERATION WITH ACADEMY, THE NAVY AND THE DEFENSE

**latings** 





LOOK AT THESE TERRIFIC WEST POINT RATINGS:

| JACKSON, MISS. RE-RUN 26.1 | RE-RUN 24.8 | RE-RUN 28.5    |
|----------------------------|-------------|----------------|
| RE-RUN 33.2                | RE-RUN 33.0 | RE-RUN         |
| RE-RUN 34.8                | RE-RUN      | RE-RUN<br>26.5 |

SOURCE: ARB AND PULSE

UNLIMITED RATING OPPORTUNITIES!

ALL THE IMPACT OF A 21 GUN SALUTE

# "MEN OF

SCORING FIRST RATINGS LIKE THESE:

49.5 BOISE 28.6 **NEW ORLEANS** 32.5 CHARLESTON 33.0 PFORIA BUFFALO ... 26.0 DAYTON 28.4 JACKSONVILLE 31.0 BATON ROUGE 29.1

SOURCE: ARB AND PULSE

TIMELY! VITAL! Win community praise for outstanding public service. Both series available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs.



## TRADE AREA

WRBL-TV 25% or better weekly penetration in all 26 counties.\*

Station B 25% or better weekly penetration in only 9 of 26 counties

Local Newsp. 25% or better weekly penetration in but 5 of 26 counties

 Plus an additional 12 counties for a 25% weekly penetration of 38 Counties

SOURCE: HAGSTROM TRADE AREA SURVEY





## **Sponsor** backstage

#### End of an era

I wish to sing a sad song over the passing of the oldest live dramatic show on tv, Kraft Theatre. On Wednesday, 1 October, at the conclusion of a colorcast show called "Presumption of Innocence," via NBC TV, 9 to 10 p.m. EDT, the Cain's Warehouse wagon figuratively pulled up to the cheese company's doors, and television's first regular dramatic series became history,



Actors and writers no doubt share my mourning. Since 7 May, 1947 when the curtain lifted on the first production, "Double Door," 4341 thespians picked up Kraft paychecks, and 3000 of these played two or more Kraft presentations. 2282 of them were ladies, and the other 2059 males. The 650 scripts purchased for production by Kraft were a small percentage of the plays the readers plowed through to weed out the favored 650. I'm told they read 20,045 plays in their eleven year, five month run. Just to round out production figures on the historic Kraft vehicle: 5556 sets were designed and used on the show, both as Kraft Theatre and Kraft Mystery Theatre, to which form it segued on 11 June, 1958.

The Kraft drama series holds a number of notable "firsts" in tv history. It was the first full-hour dramatic show to be televised in color. It was the first regular weekly dramatic series to go on a full color schedule. It was the first show telecast over the coaxial cable to the midwest. And it was the first television program transmitted via video magnetic tape.

#### Rebirth of Matinee Theatre

A distinguished dramatic contemporary of Kraft's, Matinee Theatre, of course, succumbed some months before the Kraft legiter. It is heartening, and possibly even significant that in its present film form, Matinee Theatre seems to be coming to new, revived power. The NBC film division has been peddling the Matinee films, and an early report is that not only has it been sold to WWJ-TV, Detroit, but that the Michigan station has already sold it out to eight national advertisers, including Chase & Sanborn, P&G, Schick and Helene Curtis for the full twenty-six-week run.

There is other heartening current news for the actors and writers. John Schallert's Writers Guild of America West report on residual payments for 1958, and the new American Federation of Television and Radio Actors' deal with NBC TV on repayments for foreign showings of American-originated programs should help dry whatever tears the dramatists and performers may be shedding over the demise of such shows as Kraft and Matinee.

In the first nine months of this year, Schallert reports, WGAW collected about S817,000 in repayments for writers from television. In all of 1957 the writers' union only collected \$343,000 in repayments for tv showings. There's no question, as Schallert points out, that writers will be collecting additional fees from video showings of their film plays and stories, at the rate of about a million dollars a year, beginning this year, and continuing for many a year to come.



## This is the kind of hold our station has on people

How do we *know* that such a bond exists? How does an advertiser assay it?

Well, the basis lies in the growth of mutual respect throughout the years. We see it in our mail counts—in our virtually level, lar-superior ratings—in mail and word-ofmouth commenting gratefully on our commercial and public service programming, free of triple spots—in the stature of our veteran personnel in the community. It warms the cold statistics which our advertisers must evaluate—our 747,640 TV homes in 41 counties of 3 states, with their \$3,361,973,000 of amual retail purchases. Because a great portion of these figures apply especially to those who communicate with our advertisers through us.

George P. Hollingbery has other figures you can evaluate at a glance, too — our very realistic rate card.

whio-ty
css
channel dayton,
ohio

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

## PUT YOUR MONEY WHERE THE BUYING IS!

Bert Ferguson Exec. Vice-President, WDIA



Ask our advertisers "Why WDIA?" and you'll discover: WDIA SELLS THE MEMPHIS NEGRO MARKET AS NO OTHER MEDIUM CAN! And here are some facts you need to know about this big buving market:

WDIA, only 50,000 watt station in this area—America's only 50,000 watt Negro station—reaches 1.237, 686 Negroes! Almost 10% of the nation's total Negro population—with total earnings last year of \$616.294.100!

Negroes make up over 40% of the Memphis market area! What's more, this high volume market spends an average of 80% of its overwhelming income on consumer goods!

#### FIRST IN LISTENERSHIP

And before they buy, Memphis Negroes listen—to WDIA! In the March-April 1958 Nielsen Station Index, Sunday through Saturday, WDIA totaled up an overwhelming 52% more rating points than the next-ranking station:

| Station | Total Rating |
|---------|--------------|
|         | Points       |
| WDIA    | 528.2        |
| Sta. B  | 337.1        |
| Sta. C  | 284.1        |
| Sta. D  | 278.8        |
| Sta. E  | 137.4        |
| Sta. F  | 101.3        |
| Sta. G  | 74.1         |

WDIA'S year-round national advertisers include: THE BORDEN COMPANY... PROCTER & GAMBLE... TEXACO... GENERAL FOODS... R. J. REYNOLDS TOBACCO COMPANY.

Through WDIA, you can channel your sales message directly to this big buying audience. Write us today for facts and figures . . . success stories in your field!

WDIA is represented nationally by John E. Pearson Company EGMONT SONDERLING, President ARCHIE 8, GRINALDN, JR., Sales Manager If you doubt it, just look at the sales success such organizations as MCA-TV with filin packages like the Paramount library, which MCA-TV has been peddling for a little more than six months. They guaranteed Paramount \$50,000,000 for the library, which contains something over 700 films, and reports are that they have already grossed some \$35,000,000 in leasing the films (generally the complete library) to stations. And they haven't even exhausted all of the top markets.

Actors, in the meantime, aren't doing badly either. NBC TV is writing out checks totalling about \$800,000 right now to AFTRA members for retroactive payments for foreign showings (on either kinescope or videotape) of some NBC TV shows which have been sold for showing in other parts of the world.

AFTRA and the network just concluded a deal, whereby NBC agrees to pay a maximum of 45% in re-payment for performances in shows sold for telecasting via kinescope or videotape to any foreign countries. The contract is an interesting one. It divides the world into six regions (including the U. S.) and fees are set according to the current development of television in each of the regions.

#### More shows going overseas

There is little doubt that with the increasing usage of videotape, more and more U. S.-originated shows will be sold to England, Canada and, as time goes on, more and more foreign countries. Stars may be the only performers who will not benefit specifically from this new agreement, since it provides that if a performer is paid enough over AFTRA scale, and he wishes to waive his rights to repayment for foreign usage, he may do so.

The NBC TV-AFTRA agreement runs retroactive to June of 1957 and through September of 1960. CBS TV and ABC TV have not yet signed a similar agreement but there isn't any serious question that they will.

Repayment for foreign usage or for television showings of properties originally created for theatre exhibition are certainly in the province of actor-writer unions. But on occasion segments of these unions really get carried away with themselves.

I'm talking, of course, about the unprecedented, and, in my opinion, ridiculous effort of the Chicago local of AFTRA, to attempt to force network o&o stations to continue certain live Chicago originations rather than replace them with network programs.

Certainly the efforts of the local to preserve the jobs of its members is admirable, but their approach in this case was stupid. They wrote a formal complaint to the Federal Communications Commission and both the House and Senate Interstate Commerce Commissions. Their claim is that the elimination of such Chicago-based shows as Irv Kupcinet, Johnny Harrington, Jerry Dunphy on WBBM-TV; and Norm Barry, Dorsey Connors, Clifton Utley and "Bingo at Home" on WNBQ is against the public interest.

I've got some good friends in Chicago television circles, and some of them are being effected by the further curtailment of local activity, but the AFIRA local approach of screaming to Government agencies is one of the most ill-advised moves I've seen a union make since some of James Petrillo's earliest didoes began to help drive the nail into the coffin of the band business.

Certain Congressmen and Senators give the industry enough unnecessary headaches without aid from those of us who make our living in the business.

# WWJ ST IN DETROIT

## More Detroiters Listen to WWJ!

Nielsen shows WWJ has more Detroit-area audience (Wayne, Oakland, Macomb counties—1,076,500 radio homes) than any other station all day long:

First-6:00 AM to 9:00 AM

First-9:00 AM to Noon

First-Noon to 3:00 PM

First-3:00 PM to 6:00 PM

## More Detroiters Listen to WWJ News!

Nielsen shows WWJ-originated newscasts have more Detroitarea listeners than those of any other station.

 Reach Detroit's believing, buying listeners best with WWJ—the station that's basic throughout the entire Detroit Metropolitan Area for adult listeners, for women listeners, for news listeners, for total audience.

Ask Nielsen!\*

## WWJ RADIO

Detroit's Basic Radio Station

\*Nielsen Station Index, July-August, 1958

Owned and operated by The Detroit News

NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.

# Announcing a new concert ELE ROMP EN









## TELE PROMPTER LIVE SPOT NETW

an association of television stations geared for the first time to provin national spot advertiser with confidence and assurance of accuracy in local live personalities.

These personalities are known, respected and believed by the local ence\*. They speak the local language, have a strong responsive folk are accepted in the homes—and are daily proving their sales effective for the local advertiser\*



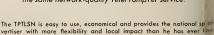
The national advertiser knows these values\*—has wanted to use the fee tiveness of these local performers—but until now hasn't had the confined that confidence can now be a certainty with the TelePrompTer Livipe Network, which currently consists of:

#### 131 Television stations

. . . in 85 U.S. and 9 Canadian markets

. . . covering 81 % of all U.S. TV homes

All equipped with the same all new Mod V TelePrompTer the same special TelePrompTer typewriter and paper the same network-quality TelePrompTer service.



For a complete presentation including details of the two surveys, advisor and their agencies are invited to get in touch with TelePrompter Corporate today.

\*Surveys mode for TelePrompTer Corporation by Craig and Kummel, Inc. and Broadcasting years



## N NATIONAL SPOT TELEVISION

# **ETWORK**



MIAMI, Florida

MINOT, N. D

PARTS, EASY LOADIN

AND QUIET SPERATION

HEN NA SYSTEMS

CONTRA ISOLAL





## ation Members of the TPTLSN

| c                  | urrent St      |
|--------------------|----------------|
| Albuquerque, N. M. | Corpus Chris   |
| KOAT-TV            | KRIS-TV        |
| Atlanta, Georgia   | Dallas, Texas  |
| WAGA-TV            | WFAA-TV        |
| WSB-TV             | KRLD-TV        |
| *WLW-A             | Dayton, Ohio   |
| Baltimore, Md.     | *WLW-D         |
| WJZ-TV             | Daytona Bead   |
| Bangor, Maine      | WESH-TV        |
| *WABI-TV           | Des Moines,    |
| Bay City, Mich.    | WHO-TV         |
| WNEM-TV            | KRNT-TV        |
| Birmingham, Ala.   | Elkhart, Ind.  |
| * WBRC-TV          | WSVJ-TV        |
| Bismarck, N. D.    | El Paso, Tex.  |
| *KBMB-TV           | KELP-TV        |
| Boston, Mass.      | KTSM-TV        |
| *WBZ:TV            | Erie, Pa.      |
| *WNAC-TV           | WICU-TV        |
| WHDH-TV            | Flint, Mich.   |
| Bristol, Va.       | *WJRT          |
| *WCYB-TV           | Fort Myers, F  |
| Buffalo, N. Y.     | *WINK-TV       |
| WGR-TV             | Fort Wayne, I  |
| WBEN-TV            | WANE-TV        |
| Cedar Rapids, Iowa | WKJG-TV        |
| WMT-TV             | Fresno, Calif. |
| Chattanooga, Tenn. | KMJ-TV         |
| *WRGP-TV           | Grand Junctic  |
| Cheyenne, Wyo.     | KREX-TV        |
| KFBC-TV            | Green Bay, W   |
| Chicago, III.      | WFRV-TV        |
| WBBM-TV            | *WBAY-TV       |
| WGN-TV             | Harlingen, Te  |
| Chico, Calif.      | KGBT-TV        |
| KHSL-TV            | Hartford, Con  |
| Cincinnati, O.     | * WTIC-TV      |

Cleveland, 0.
KYW-TV
Colorado Springs
\*KKTV \*KKTV Columbus, Ga. \*WRBL-TV Columbus, Ohio WBNS-TV \*WLW-C

Miami, Florida WCKT WTVJ \*WPST Minot, N. D. \*KXMC-TV Monroe, La. KNOE-TV on, Col. KNOE-TV Nashville, Tenn. WSM-TV WLAC-TV New Orleans, La. \*WWL-TV \*WDSU-TV is. New York, N. Y. WNEW-TV WOR-TV WPIX \* WTIC-TV \* WHCT-TV WNBC-TV Houston, Texas KPRC-TV KTRK-TV WPIX Omaha, Nebraska WOW-TV KMTV Orlando, Fla. WDBO-TV Ottumwa, Ia. KTVO KTRK-TV Huntington, W. Va. WSAZ-TV Indianapolis, Ind. WFBM-TV \*WLW-I

Jacksonville, Fla.
\*WJXT
WFGA-TV
Johnstown, Pa.
\*WJAC-TV
Kansas City, Mo.
\*KCMO-TV
WDAF-TV
Knoxville, Tenn.
WATE-TV
\*WBIR-TV
Lansing, Mich. Lansing, Mich. WJIM-TV Los Angeles, Calif. KABC-TV KNXT KTLA KCOP Memphis, Tenn. WMCT WREC-TV Quincy, III. Rapid City, S. D. \*KOTA-TV Roanoke, Va. WDBJ-TV WSLS-TV

tation President Sioux Falls, S. D. \*KELO-TV Springfield, Mo. \*KYTV Tampa, Florida WFLA-TV Texarkana, Texas KCMC-TV Twin Falls, Idaho Pittsburgh, Pa. KDKA-TV WIIC-TV \*WTAE-TV Valley City, N. D. \*WTAE-TV
Portland, Oregon
KOIN-TV
Portsmouth, Va.
\*WAVY-TV
Presque Isle, Me.
WAGM-TV
Providence, R. I.
\*WJAR-TV
Provo, Utah
KLOR-TV
Pueblo, Colo.
KCSJ-TV

\*KXJB-TV Washington, D.C. \*WTOP-TV W. Palm Beach, Fla. \*WEAT-TV Wheeling, W. Va. WTRF-TV Wichita, Kansas Wilkes-Barre, Pa. WBRE-TV

## CANADA Calgary CHCT-TV Halifax CBHT Hamilton CHCH-TV

St. Louis, Mo. \*KMOX.TV St.Petersburg, Fla. Montres WSUN.TV CBFT Salt Lake City, Utah Ottawa CB01 San Antonio, Tex. WOAI-TV \*KONO-TV Quebec City CFCM-TV Toronto CBLT KENS-TV Schenectady, N. Y. Vancouver
\*WRGB-TV CBUT Winnipeg Scranton, Pa.

\*Also have TelePro 6000 rear screen projector There are 15 additional stations with the TelePro 6000 rear screen projector

For added production values ask about the

#### TelePrompTer-TelePro Live Spot Package

The unparalleled brilliance of the new TelePro 6000 rear screen projector, its perfect definition and 85-slides-per-minute changer, has added new and exciting opportunities for local station production

The combination of TelePrompTer equipment for letter-perfect performance and the TelePro 6000 projector for production, permit for the first time creative national spot live commercials that can be identical in multiple markets or custom-designed for local or regional purposes.



311 WEST 43rd ST., New York 36, N. Y., JUdson 2-3800

N/ YORK . LOS ANGELES CHICAGO · PHILADELPHIA · WASHINGTON, D. C. · TORONTO · LONDON

# W 4 P I

Soon to be **50,000** 

watts\*

more than ever The Voice of Alabama

\*5,000 Nighttime

Represented nationally by

Henry I. Christal



# the Earbone's connected to the Headbone...

Multiply the ears on a couple million heads and brother you've got an AUDIENCE...the kind of audience that every Timebuyer wants his sales message to reach.

In NORTHEAST PENNSYLVANIA there's just one voice that commands such listenership—

#### **EXAMPLE:**

The Travel and Publicity Dept. of Ontario, selected for their spot radio campaign the top 36 radio stations in the Northeast and North Central United States to do the job.

The average cost per inquiry for the 36 stations was \$1.32— WILK's cost per inquiry 67c—ONE-HALF. A typical example of the kind of job WILK does for its advertisers.

> WILKES-BARRE, PA. Call Avery-Knodel for details. The only A.B.N. Affiliate in Northeastern Pennsylvania



# 49th and Madiso

#### Regional networks

Sincere thanks for the space devoted in SPONSON (Sept. 27 issue) to the subject of regional networks in today's radio. We enjoyed the privilege of presenting the Y ankee Network position and found Mr. O'Connell's and Mr. Torraey's comments highly interesting and informative.

sponson is to be commended for the editorial attention it focuses on such subjects of basic appeal and application. The selection of the topic "Regional Radio' was timely in view of radio's longevity and present active role among today's media.

We were, however, taken aback when your typesetting of our contribution inadvertently mislaid three whole decades of our operation! The Yankee Network came into being on October 12, 1928 (twenty-eight, not fifty-eight).

Interestingly, the additional date of January 4, 1923 is memorable for the fact that five years before Yankee's founding, the curtain was raised on the first network-type broadcast in the history of radio—when WNAC in Boston, later and still Yankee's Flag Station, hooked up with the old WEAF in New York

To our friends who mentioned the misprint . . . thanks for reading our words so carefully; and to our friends at SPONSOR . . . thanks for recognizing the 1958 look in Yankee Network radio!

Proctor Jones Yankee Network Boston, Mass.

#### Typographical error

Upon checking part two of the September 20th edition, which is the Seventh Annual Negro Market Supplement, if you look at page 17 you will find a list of percentage of Negro homes using daytime radio by hours. On this page you list twenty cities and the times they are on the air.

Somehow, you completely neglected the most important segment of the day in the largest market in the country— New York City. The hours you neg-

(Please turn to page 28)



First all day\*..."most listened to" because WFBM sounds good to Hoosiers! More entertainers, many different voices, plus a variety of music, give a daily lift to listeners.
 12-man news staff and 3 mobile units handle fast-breaking local, farm and weather stories with on-the-spot priority...

world-wide events get exclusive coverage by WFBM-TIME Washington News Bureau.

This variety assures an even larger cumulative audience. It's what you want for saturation spot campaigns!

Check WFBM first-where every minute is a selling minute!

\*C. E. Hooper, Inc. (7 a. m. - 6 p. m.) June, 1958

Represented Nationally by the KATZ Agency

Represented Nationally by the KATZ Agend





FOR SALE . . . TO THE DISCERNING TIME BUYER KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients IN-CREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.

In the Syracuse Market

# WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS\*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult*, *able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

\*Nicira
Coverage
Service No. 2

\*Nicira

Reprinted
Repri

5 KW · SYRACUSE, N. Y. · 570 KC

#### 49th & MADISON

(Cont'd from page 26)

lected to calculate are from 6:00 to 10:00 A.M. The morning hours have always been the best in radio listening. I cannot understand how this happened, and thought I ought to call it to your attention.

> Harry Novik, gen mgr. WLIB, New York

New York 6:00 to 10:00 a.m. listening figures were omitted from the Negro Marketing Supplement through a printing error. The hourly sets in use figures (calculated from Pulse) are 6-7: 14.6, 7-8: 28.5, 8-9: 32.8, and 9-10: 31.7.

## Undeserving honor

While we were very flattered to have H-R included in the list of "Guess Who?" "truncated patronymns," H-R is uniquely undeserving of this honor.

This reason is, of all the organizations listed in SQ-1, H-R is not an abbreviation. It's the whole, official name of our rep firm—that's all there is, there ain't no more. Having said my little piece, guess I'll truncate this note right here.

> Donald G. Softness Director of Promotion H-R Representatives Inc. New York

#### Butter-nut coffee

In your October 4th article titled "Tea spots win 1st, 2nd places in radio vote," we were particularly proud of the paragraph . . .

"On the Pacific Coast, which has probably more good radio commercials than any other section of the country, sectional voting showed a strong preference for the Butter-nut Coffee series with its provocative What have they got in Omaha?"

theme."
We asked the Blair people about
this award because those Butter-Nut
commercials played only in Southern
California. Whereas, the Pacific Coast
Blair panel extends all the way from
Seattle to San Diego, panelists in San
Francisco, Portland or Seattle never
have had a chance to hear the commercials unless they'd happened to go
to Los Angeles. The Blair people told
us that the vote from Los Angeles and
San Diego was so overwhelming that
it offset lack of votes from Northern
California, Oregon and Washington.

So thanks again for your coverage of the Butter-Nut commercials.

Charles Harding II Buchanan-Thomas Adv. Co. Omaha it's the fashion to buy

## Kluge Radio

More and more every day, time buyers are being charmed by Kluge Radia. It's more than just a matter of style—it's simply that each Kluge Radio station has a special flair for producing more results per dollar in its own market. It's fashionable to be smart. And your smart buy across the nation is a Kluge Radio Station:



WEEP

Pittsburgh, Pennsylvania

WKDA
Nashville, Tennesse

WINE Greater
Buffalo, New York area





6y Robert L. Foreman

"It's clairvoyant, It's revealing. It's even sexy. Go to your nearest bookstore and tell 'em Groucho sent you."

— GROUCHO MARX \$3,95 at your bookstore CRITERION BOOKS, INC.



The SELLibrated (and only full powered) station in the GOLDEN VALLEY

# WHTN

CHANNEL 13 Huntington-Charleston, W. Va. serving 4 stoles and 5 prime citles

A COWLES OPERATION
Get the dollors and cents story
from Edward Petry Co., Inc.



## SPOT BUYS

#### TV BUYS

General Foods Corp., White Plains, N. Y., is going into major markets throughout the country to advertise its new product, Tang, an orange concentrate. The campaign is just starting to build now and should be in full swing by mid-November. Minute announcements during both daytime and nighttime slots are being purchased. Length of schedules and frequencies vary from market to market. The buyer is Polly Langport; the agency is Young & Rubicam, Inc., New York.

Thomas J. Lipton, Inc., Hoboken, N. J., is initiating a campaign in 70 Northern markets for its tea. The schedules start this month, run for six to seven weeks. Minutes and 20's during nighttime segments are being aired; frequency depends upon the market. The buyer is Tom Comerford; the agency is Young & Rubicam, Inc., New York.

Bourjois, Inc., New York, is lining up schedules in various markets for the Christmas push for its Evening in Paris Perfume. The short-term campaign starts I November. Minute announcements during early and late night segments are being purchased; frequency varies from market to market. The buyer is Anita Wasserman; the agency is Lawrence C. Gumbinner Advertising, New York.

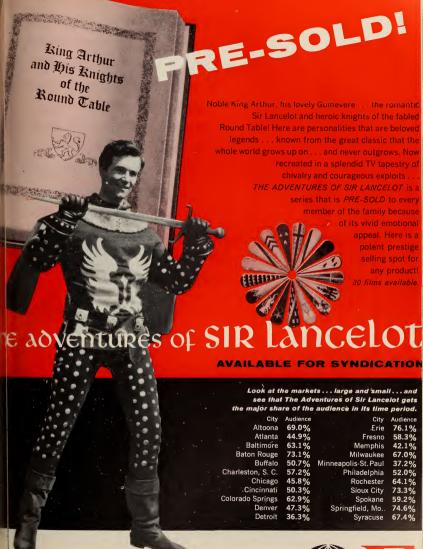
### RADIO BUYS

Hamilton Watch Co., Lancaster, Pa., is initiating its fall campaign for its watches. The schedules start 20 October for eight weeks. Minutes during daytime slots are leing lined up. Frequency depends upon the market. The buyer is Don Heller; the agency is N. W. Aver & Son, Inc., Philadelphia.

Chap Stick Co., Division of Morton Mfg. Corp., is planning a campaign in top markets to promote its Fleet's Chap Stick and Chap-Ans. The 13-week schedule starts 23 October. Minute announcements during daytime slots are being scheduled; frequency varies from market to market. The buyer is Anita Wasserman; the agency is Lawrence C. Gumbinner Advertising, New York.

Lehn & Fink Products Corp., New York, is preparing a campaign for its Lysol disinfectant. The schedules start this month, run for four weeks. Minute announcements during daytime periods are being bought; frequency depends upon the market. The buyer is Jay Schoenfield; the agency is McCann-Erickson, Inc., New York.

Chesebrough-Ponds, Inc., New York, is scheduling announcements in major markets for its Pertussin. The schedules start mid to late October, depending upon the market, run for eight weeks. Minutes during daytime periods are being used, with frequencies varying. The buyer is Judy Bender; the agency is McCann-Erickson, Inc., New York.





You can draw any number of conclusions from the earliest reports on the new season, and each of them would make a delightful success story about the CBS Television Network.

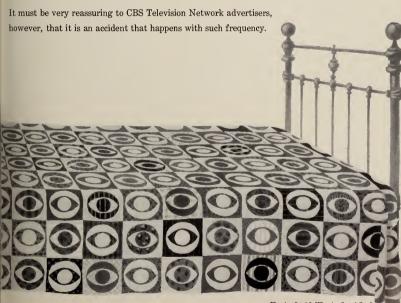
You could say the audiences for the Network's programs are larger this year because the total television audience has grown.

You could say the reports are the result of sound program planning coupled with an unprecedented drive to make the audience aware of the Network's program schedule.

You could say the Network is merely reaping the rewards of a long-established reputation for creative program leadership and that the audience tunes first to its programs out of sheer habit.

You could also say it is far too early in an intensely competitive season to spot a decisive trend in network leadership.

Or you can call it all a happy accident.



\*Trendex, Oct. 1-7 \*\*Trendex, Sept. 6-Oct. 7 (Multi-City Arbitron in general agrees with Trendex, but credits the CBS Television Network with bigger audiences, bigger leads over other networks, and 7 of the top 10)





Y&R media buyer Tom Viscardi (seated) and assistant Al Ward are the key men in selecting stations for White Owl's big spot radio campaign

- Precision and minute attention to detail mark today's spot buys: campaigns are custom-built, custom-tailored
- SPONSOR herewith tells the step-by-step story of Y&R's new White Owl cigar saturation spot radio drive

This week, as station managers in droves were visiting agencies to sell the gospel of spot, and as agencymen for their part busily were cranking out campaigns, a Young & Rubicam executive cogently remarked:

"Spot is a misleading word. It makes you think of something small, something simple. But, oh brother! Spot today is the custom-built medium. You engineer a spot campaign like a fine car — carefully, by hand, It's precision work for precision results. I wonder how many fellows in the business really understand that?"

As the Y&R executive was saying this, his own agency was putting the finishing touches on a campaign of radio spots for White Owl cigars. The job involves about 75 stations in 25 markets—and is very welcome to radio because it marks the return of General Cigar to spot.

Yet—attesting to the truth of the quote above—the planning and launching of this typical campaign involved a small army of agency people, long hours of conferences both within the agency and with the client, decisions and counter-decisions, a goodly batch of creative work, and finally the mechanics of ordering and confirming.

To show the scope of this job, SPONSOR herewith retraces the White Owl campaign step by step. Hundreds of times over the coming months, the same thing—with minor variatious—will occur whenever a sponsor decides to go hunting for business with the rifle-like precision of spot. This is the White Owl experience:

The campaign had its actual beginning about mid-August, when General Cigar and Y&R planned a special promotion for White Ow!: a special sixpack selling for the price of the usual five-pack. General Cigar, which last year spent more than \$1,223,000 in measurable media on both White Owl and Robert Burns cigars, wanted especially strong impact among men for the promotion.

At YRR, four men sat down to plan media recommendations to General Cigar. They were account supervisor Hadley P. Atlass; contact man Bill Whittemore; merchandising man Oscar Lubow; and media buyer Tom Viscardi. After considerable discussion, Y&R's White OW account team recommended an unusual media plan.

The plan was to combine newspaper ads, running on Tuesday and Friday, with heavy spot radio on Tuesday and Friday. The radio end of the campaign would involve one-minute and 20-second spots, running early morning and late afternoon, to catch the biggest male radio audience. On the basis of the budget allotment, Y&R recommended saturation campaigns in the 25 markets General Cigar wanted

## HOW A SPOT CAMPAIGN IS TAILOR-MADE: THE RECE

- Genesis of White Owl spot campaign sparked by Y&R acet, group including Hadley P. Atlas, acet, supervisor; contact ama Bill Whitemore; merchandising man Oscar Lubow; and media buyer Tom Viscardi. They weigh client's requirements, then 1) draw up suggested list of markets, 2) then they choose tentative media
- Client gets the campaign proposals for his consideration. After studying them, he makes whatever revisions necessary and returns the approved package to contact man Whittemore
- Spot, along with other media, now enters actively into the picture when Whittemore forwards the approved media recommendations to media buyer Viscardi. These two finalize the strategy, and the campaign is set to roll



Teamwork is vital to success of intricate spractics. Here media buyer Viscardi, with l assistant buyer Al Ward, check sights wi William E. (Pete) Matthews, media relations v



Personal talk by rep salesman fills in barehones of availabilities list which he delivers to Jones, Good liaison of this type is vital to smoothness of spot operations



Digest of availabilities, market by market, is put into folders by Jones and his assistant so media buyer Viscardi can study them



Key step in buying process come when Viscardi and Ward go over possibilities, pick the 75 stations; 25 markets to carry White Owl spo

most to reach for its new promotion. Within a week, the approval came

back—with some changes—from General Cigar. While the commercial itself was being written, the Y&R media team went into action.

First, contact man Bill Whittemore (Y&R prefers the title "contact man") to the traditional "account executive") took the list of markets to Tom Viscardi, media buyer on White Owl (as well as Peils beer). Together they dis-

cussed the media and merchandising strategy; Viscardi then started the job of lining up the stations.

The next step in the process involved Y&R's unique spot radio/tv media coordination unit. The unit, devised by Y&R two years ago, serves several pur-

1) Ray Jones, coordinator of spot broadcast media, and his assistant, Eleanor Fetzer, serve all Y&R media buyers by checking reps for availabilities. This relieves Y&R's "all-media" buyers from routine phone calls to reps, and gives them more time to spend studying availabilities.

2) Jones and Fetzer also serve in another way. If a rep with a "hot" availability calls, the spot coordination unit knows which media buyer is in the position to use it effectively.

3) Finally, for Y&R clients with (Please turn to page 54)

## TEP-BY-STEP GROWTH OF WHITE OWL'S DRIVE



Start of buying process itself is made when Viscardi turns over market list to Raymond E. Jones, the coordinator of spot breadcast media. Key point of Jones' assignment is to get the facts



Inquiries to station reps on availabilities begin.

Jones, aided by assistant Eleanor Fetzer, phone
rep offices to save time; reps, in turn, have to
respond quickly so information won't go stale



Ordering the lucky stations is Ward's task, It's all done by phone—Ward's call to the reps; and the reps' relay of the word to their stations, Confirmations will be mailed to Y&R same day by stations



GENERAL CIOAR
WHITE CML
1:CO RADIO SPOT RECORDED
SPECIAL OFFER

COMMERCIAL #SO\_12h

SCUND: MOTOR NOISE BUILDING FRCT: B.O. COMES UP FULL TO SCREECE OF BRAKES. CAR DOOR SLAWS FOOTSTEPS RUNNING. SOUND OF DOOR OPENING.

SANTCS ORTEGA: (BREATHLESS PANTING) You got any left?

DON BRIGOS: I've mean the special white Owl five pack?

Commercial shown here—numbering about 165 words—is the only thing the audience will ever hear about the complicated spot process. White Owl's object is to advertise a special six-

pack during male listening peaks via saturation tactics with spots

## Schaefer's score: 98% of tv audience

- After nine years of Dodger baseball sponsorship, Schaefer strategy this year switched to time-check spots
- Saturation campaign in television and radio built new slogan plus healthy sales record for New York brewery

When, towards the end of this month, the subject of Standard Time becomes newsworthy, the thought "Schaefer beer" will cross several million minds on the East Coast.

Interestingly enough, this massive product plug, though possibly subliminal, will accrue to Schaefer Brewing Co., Brooklyn, at no cost. The total impact stands as a tribute to a smart campaign that was created from scratch, but went on, in a few months to become a part of the language.

The association between Schaefer and the time stems from a clever word play that forms the backbone of the brewery's current campaign. The hinge on the current commercials—the time; the slogan—"The correct time is — o'clock, Eastern Daylight Schaefer Time."

If ever the term "saturation" fitted a campaign, the mantle fits here. A special study by the ARB in mid-May of the Schaefer schedule, showed that on tv alone, the campaign was getting into 98.5% of all tv homes in the metropolitan area on an average of 4-plus times a week! At that time few other advertisers, in any product category, were getting similar saturation.

And as if this weren't dramatic enough, a concurrent saturation spot campaign is running on radio, at the rate of about 200 spots a week, concentrated primarily on weekends, when the tv audience trends down, radio, particularly out-of-door, trends up.

Schaefer is traditionally a heavy air media user. It has been, furthermore, strongly identified with baseball, specifically the erstwhile Brooklyn Dodgers. For some nine consecutive years, including the 1957 season, the brewer sponsored the Dodger games on both radio and tv.

Last year, for instance, the brewer bought a 23-station radio network, extending through New York, Massachusetts, Connecticut and Pennsylvania to carry the games. At the same time an imposing 103 games were carried on tv. The tv schedule was deemed sufficient, but the radio activity was boosted with the addition of extra spots, particularly during no-game days, and out-of-door periods, a peak radio listener time.

This comfortable, steady, efficient routine was abruptly changed last fall when Walter O'Malley, Dodger president, announced that the team had a new home—Los Angeles. Schaefer, with distribution in 14 states along the Eastern seaboard, was, of course, no longer interested in sponsorship.

A planning meeting between brewery officials and account personnel at BBDO, devised a new ad program for 1958. Essentially it boiled down to more investment in air media, using tv spots in the metropolitan New York market and syndicated film shows elsewhere, and radio spots over-all.

The basic theme, it was decided, would be time signals together with a jingle with the words: "Right about here wouldn't you like a beer; and your kind of beer is Schaefer?" Additionally the phrases "Your kind of beer," and "Real beer" are used in the jingles and spots.

The spots began early this year. Both 60's and 10's were (and are) used on radio. In the 60's there is a time break, with some copy, and the entire jingle. The 10's, not being long enough to permit all of this, use the music from the jingle under the announcer doing the time break. On tv 60's, 20's and 1D's were set, using the live time announcement, the jingle and animated, humorous cartoons, in the 60's, less in the shorter spots.

In April the company decided to heavy-up the promotion for two reasons: it had a striking new package design, and summer is, traditionally, the peak period of beer consumption. It was recalled that the months of Daylight Saving Time coincided almost exactly with heavy beer drinking months, and the idea for the slogan "Eastern Daylight Schaefer Time" was born. Both were added to the campaign which was expanded considerably for the summer.

The current schedule goes like this: in metropolitan New York 40 spots a week are used on three stations— WRCA-TV, WCBS-TV and WABC-TV. These are run, where possible, in prime

For its tv time-checks, Schaefer uses 20's, ID's and minutes. This sequence, from the latter, opens with animated character and a cuckoo clock. As the time strikes the door opens and a flock of cuckoos fly out. Closing shot is slogan with announcer giving correct time live







## ines a week

time, to catch the maximum number of tv viewers. Radio, on the other hand, is selected to complement tv by using non-prime tv time, particularly early evenings and weekends when, during the summer, the out-of-home audience is highest. In the metro N. Y. market about 200 spots a week, both 60's and 10's are run on 9 stations.

Outside of New York the same radio spots are used on upwards of 115 stations throughout the 14-state marketing area, whereas the tv activity is primarily syndicated shows. In four markets the show currently is Flight: in three others it's Silent Service, while one carries the Don Ameche Show of the Week.

New York has the spot schedule, as opposed to syndicated programing, explains John Nemesh, Jr., Schaefer ad manager, because of the clearance problems. In New York prime hours are blocked, mostly, by network shows.

"After considering the matter at some length," Nemesh recalls, "we decided to use spots in the New York area because the large number of channels (seven) and the vastness of the market make spots about the only reasonable way to reach the broadest segment possible of the over-all market."

Schaefer puts about half its total ad budget into air media, the balance mostly into outdoor and newspapers. Of the air media portion, about twothirds goes for tv, the rest into radio. Tv is used year-round in all areas, though on a reduced basis; with the end of Daylight Schaefer Time, for instance, the New York spots will be cut from 40 to 30 weekly. Radio is used in most markets year-round.

Both Nemesh and John Johns, BBDO account executive, believe in heavy merchandising. Distributors and their salesmen are pre-sold with previews of shows in their markets, together with figures on audience and frequency, and an introduction to promotional material to be used in outlets selling beer. Stations also participate in this.

"If we use merchandising properly," Nemesh explains, "we get our salesmen enthused about the advertising and this helps them in their selling. Too often, salesmen forget about things they are not directly concerned with.

(Please turn to page 78)



This is what 52 announcements (worth \$1,200 at commercial rates) did for a charity party in Brockton, Mass., sponsored by Station WBZ, Boston; the crowd numbered over 35,000

Four-day saturation campaign mostly in non-prime time via a single station, draw almost half a city's population

n a four-day campaign, what kind of saturation will bring out over 35,000 people through the use of a single radio station? How many minutes? At what times of day?

The crowd scene above is a dramatic finale to just such a campaign. In the picture is part of the turnout to a charity block party held on Legion Parkway in Brockton, Mass., on the night of 26 Sept. (The total population of Brockton is about 75,000.)

The party was the public service product of a single radio station-WBZ, the Westinghouse Broadcasting outlet in Boston. It aired its first announcement during a station break at 6:30 a.m. on Tuesday, 23 Sept., just four days before the big event.

Here was the WBZ formula, which called for the equivalent of \$1,200 of commercial time:

Between 6:30 a.m. on Tuesday and 8:30 p.m. on the night of the party, a total of 52 announcements was aired (34 minutes and 18 station breaks).

Of especial significance to advertisers and timebuyers is the fact that of the 52 announcements only a half dozen were slotted in so-called "prime time" (7 to 9 a.m., 4 to 6 p.m.).

Equally significant is the fact that 23 announcements (or nearly half) were broadcast in nighttime between 7 and 10:20 p.m. WBZ, like all members of the WBZ station group, tries to pack nighttime with power through its Program PM.

The day-by-day scheduling of the promotional announcements breaks down as follows:

Tuesday: Morning, two announcements; afternoon, three; night, seven. Total 12.

Wednesday: Morning, two; afternoon, four; night, four. Total 10.

Thursday: Morning, five; afternoon,

six; night, eight. Total 19. Friday (final day): Morning, four;

afternoon, three; night, four. Total 11. Beneficiary of the WBZ Good Neighbor Block Party was the Old Colony Association for Mental Health, presently engaged in a \$100,000 fund-raising drive for the construction and maintenance of a child guidance clinic and mental health center in Brockton to serve southeast Massachusetts. It was selected in a WBZ listener write-in contest naming favorite charities which drew more than 2,000 letters.

Brockton police chief Joseph Wright says the affair was the biggest town turnout in 20 years. The story of the WBZ Good Neighbor Block Party is one of public service, but the implications for advertisers using radio advertising are self evident.

By Ralph Head, Vice-president & Director of Marketing, BBDO, New York City



## Self servi

✓ With salesmen disappearing from many retail fields, the value of point of sale merchandising is greater than ever before in history. Brands supported by strong point of purchase radio/tv displays have reported sales up 50-100%

The importance of brand activation and dominance at the point-of-purchase has been growing in proportion to the rapid expansion of self-service retailing and merchandising.

That tv and radio people are increasingly aware of the importance of activation and dominance for advertisers' brands at the point-of-purchase is reflected in two reports made by the merchandising and promotion group in BBDO's Marketing Department.

In 1957, all tv and radio stations in the top 150 markets (ranked according to total retail sales) were contacted in order to secure details of merchandising plans which guarantee display at the point-of-purchase for an advertiser's brand. 189 stations indicated they had a display plan of one kind or another which was used.

This check was repeated in 1958. The number had risen from 189 to 223 stations with various point-of-purchastisplay plans for advertisers' brands, an 18% increase in one year's time.

The number of stations offering display and promotion plans will probably increase as we move out of the period which some termed a recession earlier in the year. Others will polish and perfect present plans.

This discussion will be confined to possible sales stimulation functions which might be utilized by tv/radio advertisers with displays.

Only selling tool in many fields

First, perhaps, it should be recognized that advertising in its various forms is today the only consumer selling tool available in many retail fields. More than eight out of ten of the dollars spent in grocery outlets are now said to be spent in self-service stores. Almost every new drug store is a self-



Nobody in sight. A familiar scene at many grocery, drug, department and other stores these days. Absence of salesman means that shopper has no one to talk to or influence decision. Displays are important to sell these "lonely shoppers" on new products or previously untried brands. Keep your displays simple, uncluttered, easy to understand

# its premium on radio/tv displays

service store. More and more variety, hardware, and auto accessory stores are arranged for self-service as are more and more departments in department stores.

As self-service, or self-selection, has spread from the grocery field to other lines of retailing, personal selling at retail has become less and less important. Conversely, advertising in its several forms has become more important—consumer advertising in national and local media to do the pre-selling job and packaging and point-of-purchase activity to close the sale when consumers are finally exposed to a product and its competitors at a time and place a purchase can be made.

Consumer advertising can be more important than ever before in performing the pre-selling job, in establishing an awareness for a brand, in putting a brand uppermost in the minds of consumers, and on the tip of their tongues when they think of a specific product category. But, having a brand on the tips of consumers tongues in self-service outlets where there isn't anyone to ask for the product isn't much help in selling the product.

Brand awareness and brand acceptance need to be on the tips of the fingers of today's self-service shoppers in order to make them reach for a certain brand rather than for a competitive brand. Consumer advertising can do a great deal to create finger tip brand awareness and acceptance. But, when several brands in a category have equal, or almost equal, quality, similar prices and finger tip brand awareness, the activated brand with greatest dominance at the point-of-purchase frequently wins consumer selection.

Almost all stations offer some sort of merchandising assistance, from jumbo postcards to the trade on up and down. While any extra-curricular activity on the part of stations is welcomed by most advertisers, merchandising pluses which help a brand dominate at the point-of-purchase and help convert finger tip brand awareness into sales is most sought after.

#### Two types of sales stimulation

From the advertiser's point-of-view, there are two approaches to this area of sales stimulation.

- to take advantage of any pointof-purchase merchandising activities available from the various stations on a schedule and.
- to plan point-of-purchase activity through an advertiser's own sales or merchandising organization to take advantage of the pluses in scheduled tv/radio advertising in order to secure brand dominance at the point-of-purchase.

Examples of point-of-purchase merchandising offered by some stations are well known and range from the "Chain Lightning" type where time is bartered for displays to the "Feature Merchandising" type which utilizes a crew, usually women, to detail stores, police stocks and secure point-of-purchase, dominance for advertised brands through better shelf position or frontage point-of-purchase display material, shelf extenders and the like.

Many stations have reported outstanding success for brands utilizing a station's point-of-purchase assistance.

A West Coast station sets up displays in a supermarket and then runs a half hour audience participation show near the store during the week. One chain in which this program has been run estimates that after every broadcast in one of its stores some 75% of the audience from the parking lot comes in to take advantage of specially priced items offered on the program. A syrup manufacturer reports selling 80,000 jars a month before promoting it on its program. Volume has since said to have risen to 250,000 jars a month.

Another West Coast station-sponsored display program influenced one chain to order a six months supply of margarine to support the promotion. This stock was reported sold out within ten days after the displays were installed. An evaporated milk on the same program is said to have sold 200 cases in a few weeks, more than three months volume of all brands of evap-



Personalizing helps. Display material that features names and faces of wellknown radio/tv personalities has proven its plus values in in-store selling

orated milk carried in the store.

On the East Coast, a food broker advises that a radio station's displays increased sales of a cereal item by more than 50%. A chain operator reports an 85% increase in the sale of a coffee receiving the station's display assistance. In another chain a beer obtained a 100% increase in sales for a period of one week during which radio station displays were furnished.

A dog food obtained an 85% increase in product movement over previous weekly sales with the use of radio station display material in another area and a sugar obtained a sales increase for an eight month period exceeding 100% in many of its outlets.

The important thing is to get pointof-purchase dominance for brands well and properly pre-sold through good consumer advertising. And it might well be pointed out that this brand and product dominance is also important for brands and products in lines where

(Please turn to page 79)

# Hooper riding the big radio boom

- Oldest rating service is expanding in all directions as advertiser interest in the medium of spot radio increases
- In past three years has doubled the cities it reports; is adding market research and other qualitative data

What Hooper Surveys: The radio audience in 175 cities (10 more are to be added; see story)

Kinds of reports: Radio Audience Index published monthly for 60 markets; shows setsin-use, share of audience and ratings. Radio Hooperatings. a continuing measurement of audiences, published quarterly for above 60 markets and at varying intervals for about 115. contains sets-in-use, share, ratings, program titles.

Technique: Duplex coincidental by tele-

phone. Only exception are car studies where personal coincidental is used.

Extras: Car Radio, surveyed on order of clients; includes setsinuse, share, ratings, audience composition in cars. Business Establishment Radio Listening, also produced on order: covers time-in at such places as barber shops, dentist offices, grocery stores, cleaning establishments, beauty parlors. New extra services to be added (see story) are: market research, radio audience studies of composition by age groups, listener impression extrains.

There probably exists no better proof of radio's vigor today than the vitality of the rating service firm that has been measuring its audiences since 1934—C. E. Hooper, Inc., of New York City and Norwalk, Conn.

At no time—not even in that period of the 40's often referred to as "radio's hey-day"—was the Hooperating reported for as many markets as it is right now. At that time they never broke through a list of more than about 20 cities; during the past year Hooper has reported on 175.

Effective this month, 10 more cities are being added to reports. By this time next year, according to Frank G. Stisser, 30-year-old president of the research firm, they should be reporting on 200 markets.

Here are some other indications of

Raters at work: W. Bruce McEwen (1), executive v.p., and Frank G. Stisser, president, study current radio reports in the New York office of company they head—C. E. Hooper, Inc. Stisser, former insurance salesman, came to Hooper to sell group policy, stayed to become president



illooper expansion which in turn reflect the avid interest of advertisers in the medium of radio:

- In Norwalk, a new Hooper research center is due for completion in December at a cost of about \$150,000.
- In New York, the firm is about to double its office space.
- A. W. Harding, 22 years with General Mills where he was director of research, has just joined Hooper as vice president and its director of research. Harding, who also is vice president of the American Marketing Association, will be heading up a new Hooper service in market research.
- For the first time, in a major way, Hooper is about to explore the qualitative side of radio ratings with audience composition breakdowns by age segments as well as reports on listeners reactions to individual stations and their programing.
- Increasing coincidental measurements of the out-of-home radio audience through car and business establishment surveys.

What significance do these developments hold for the radio advertiser, his agency and the broadcaster? The answer lies in details of the new services.

For example, a timebuyer may now look forward to a twice-a-year Hooper report on audience composition, not only by "men, women, teenager, childen" breakdown but by sexes within 10-year age groups. Thus, if an audience to a certain program shows up to be predominantly within the 60 to 70 age group, it is a safe bet that this is the wrong spot for the advertiser of baby foods. Surveys for this new service have been going on in many markets since April; once the base is established, all of the reports will be published semi-annually.

"Station image" has become, in the industry, a source of increasing interest to media people who tend to won-

## THE RATINGS SERIES

| is scheduled in following | g issues: |
|---------------------------|-----------|
| The Pulse                 | 20 Sept.  |
| ARB                       | 27 Sept.  |
| Trendex                   | 4 Oct.    |
| Videodex                  | 11 Oct.   |
| C. E. Hooper (this week)  | 18 Oct.   |
| A. C. Nielsen             | 1 Nov.    |

# HERE'S HOW THE HOOPER TECHNIQUE WORKS

The technique employed by C. E. Hooper, Inc. is called a telephone duplex coincidental — "coincidental" because the interview takes place while the listener is listening and "duplex" because the telestener has identified the show he is now hearing, he is then asked to recall what he may have heard up to 15 minutes before. The sample is a random one, selected by Hooper mathematically from the phone directory. About 40,000 interviewers place about 60 calls an hour, send reports to Norwalk headquarters at the end of every day's survey.

Nothing is left to chance; interviewers are constantly checked on by Hooper city supervisors, district supervisors, and three field heads from Norwalk who travel 400 cities constantly keeping in touch with interviewers there. At Norwalk production center, the work of each interviewer is processed separately with IBM equipment. This interviewer's work is then checked against that of each of the others in her city for discrepancies that might point to faulty work. Interviewer's must list exactly what respondents tell them even if they know replies are wrong. The staff at Norwalk checks dial readings against call letters and programs.

der what lies behind the decimal point in a station rating. Now the Hooper firm intends to delve into listener ideas of a station's profile and the reasons behind their critiques. From such qualitative reports media buyers will have a guide to what stations constitute the ideal showcases for their commercials. Broadcasters can use the same information to maintain or alter, through programing, the public images their stations have created.

The new market research program upon which the ratings company has embarked will offer to advertisers and ad agencies such varied services as product testing, brand preferences and brand awareness, field surveys, distribution studies—indeed almost everything in market reports can be bought from this branch of Hooper.

"We've done market research projcets sporadically for about five years," explains Frank Stisser, "but in the last two years it has become increasingly important. Now we are doing it as a full service."

Behind the move is a staff of some

40,000 well-trained Hooper interview ers across the nation who represent a \$1 million investment over the past score of years. It has been established that they have been able to hold respondents on the other end of a telephone wire for as long as three-quarters of an hour in conducting depth surveys. "We intend to use these experts at their maximum capacity from now on," Stisser says. With a marketing veteran like Al Harding directing their efforts, the Hooper organization expects to parlay the market research arm into a major operation.

Within the past year, Hooper has conducted car radio coincidental surveys in about 15 cities. With the awareness of the tremendous out-of-home radio audience, the significance of such studies is self evident. The car surveys are done on special order from clients; they are one form of Hooper survey in which the telephone is not used. Car radio reports are entirely the product of personal coincidental. The first Hooper car survey was conducted in San Francisco in 1952.



C. E. Hooper, colorful and controversial figure in broadcasting for two decades, died in December 1954 when he fell into the whitting prop of an air boat while duck hunting on Great Salt Lake, Utah.

It was Hooper who developed the telephone coincidental method of measuring radio back in the early '30's. His Hooper Rat-

ings became the symbol of success or failure for radio shows and top stars were often paid on the basis of their "Hoopers." Said Don Parsons, of Super Market Institute, about Hooper, "He wrote his name large in advertising and research history."

Interviewers for car radio surveys are usually male college students or off-duty policemen. They conduct their interviews at traffic-light intersections along main arteries leading into and out of the downtown business districts of cities. When a car is halted by the light, the interviewer steps up and asks, "Is your car radio turned on right now?" "Have you a car radio in working order?" (If answer to first question was "No"). "To what station are you listening?" and (if necessary) "What is the reading on your dial and what is the program that you are hearing?"

For a car survey, the sample for each reported hour Monday through Friday usually is about 500 radio-equipped autos. The information within a car report includes, by hourly time segments, the sets-in-use, rating and share-of-audience for each station. It also includes the audience composition of each car. Because the car surveys require on-the-spot interviewers rather than phone interviewers, they are generally the most expensive of Hooper surveys.

To further measure the out-of-home radio audience, Hooper produces a market-by-market audience index on radio listening in business establishments. This is a telephone coincidental survey, differs only from a regular Hooperating report for in-home listening in that its sample is selected from the Yellow Pages of the telephone directory instead of from the white pages.

It covers listening in barber shops, beauty parlors, cleaning establishments, dentist offices, drug stores, florists, groceries, liquor stores and service stations. Such reports have been turned out by the firm for about three years. An interesting sidelight is the fact they consistently show a tremendously high degree of radio listening in dry cleaning establishments.

C. E. Hooper, Inc. is now headed by President Frank Stisser and Executive Vice President W. Bruce McEwen. Stisser, a 1950 Amherst graduate, entered the insurance business, stayed with it for about six months at which time he called on the Hooper organization to sell a group policy and stayed on as an employee. In 1955, he became vice president in charge of radio. Then last year, at age 29, he was made president.

Bruce McEwen came to Hooper in 1949 from a Beverly Hills, Calif., stock brokerage house. During World War II, McEwen was a captain in the Army Air Corps, logged some 3,000 flying hours and has since lost all interest in planes, preferring now to travel by train when possible.

In the Norwalk office, there are two personle who go back almost to the beginnings of the Hooper firm. They are Vice President Fred Kenkel, in charge of radio, and Dorothy Behrens who supervises the Norwalk office. It is at Norwalk that tabulating and computations are done; the New York headquarters is principally a sales of

fice. About 50 persons work at Norwalk, about 15 in the New York office.

This is about four times the size of the staff that served Hooper in its early years. Today, across the nation are some 4,000 trained interviewers who, during surveys, make about 60 phone calls an hour. In the early years of the organization (as late as 1940, in fact), there were about 200 interviewers. The annual business volume has likewise increased—by about 700%.

The firm was begun in 1934 by C. E. Hooper and Lloyd Clark who left Daniel Starch Co. to set up Clark-Hooper, Inc. for measuring radio and magazines. By 1938, Hooper was on his own to measure radio exclusively as C. E. Hooper, Inc. Among the earliest Hooper clients were General Mills, Gardner, B&B, N. W. Ayer, BBDO, Borden Co., Colgate, CBS, Compton, Esty, Lever Bros., Mc-E, Erwin Wasey, NBC, Maxon, Campbell Soup, Lord & Thomas, U.S. Tobacco, Ruthrauff & Ryan, Plymouth. They totaled about 30 in all.

At present, Hooper has a subscriber list of 54 national advertisers and agencies, about 50 local agencies, and about 436 radio stations.

The first Hooper Ratings were monthly national reports. In 1942, these nationals were published twice a month. The individual city reports were first produced in 1940 for about 16 markets. By the mid-forties, the Hooper Rating had become such a force in radio that a number of top name stars had contracts which called for them to be paid off according to their "Hoopers."

In 1946, the Cooperative Analysis of Broadcasting (CAB), better known as the "Crosley ratings" which had been started in 1930 gave up the ghost and Hooper inherited its subscribers. Two years later, Hooper went into tv ratings; in 1955, the city tv service was sold to American Research Bureau.

Meanwhile, Hooper himself had formed the conviction that radio, in a tv era, was bound to become largely a local medium. So in a \$615,000 deal with A. C. Nielsen Co. in 1950, Hooper sold off all his network ratings.

According to the Nielsen contract, Hooper personally was not to go back to nationals for 10 years, the company for five. Whether the firm ever will return to measuring network is a question. Meanwhile it continues to expand within local radio.



Roman Products Co. line of frozen Italian specialty foods have recently re-designed packages for better retail identification in store display freezers. To bolster radio effectiveness, Roman president Joe Settineri, left, briefs personalities such as Jack Lacey, right, on sales goals

### Radio is hot for frozen ravioli

- Roman, with radio, has built from \$11,000 sales in 1947 to million dollar leader among specialty packers

If you're looking to sell frozen foods, radio is a hot medium," says Joe Settineri, president of Roman Products Corp., Hackensack, N. J., packer of such frozen Italian specialties as ravioli and pizza.

Roman, as any other frozen food packer, is beset with a variety of marketing problems:

Item: In every retail food store, whether small independent, or large chain, the onslaught of new products creates a real scarcity in shelf space. Frozen food packers feel the pinch even worse, because freezer space is both expensive and space consuming. There are, in short, dozens of items clamoring for every foot of display freezer space.

Item: Thanks to the greed of a few early pioneers in the frozen food industry, who rushed into production with low quality foods to take advantage of initial demand, the industry as a whole got a black eye in consumer acceptance. Re-selling a quality food image to a "once-burned" consumer is not easy.

Item: quick turnover is of prime importance, for two reasons. First of course is the demand for display freezer space. And second, the retailer with a stock of frozen food has, every day, to spend money for refrigeration to hold it. Every day it's unsold, his profit shrinky.



Any frozen food packer, then, must look to his advertising for three services; to sell a quality image, to stimulate repeat buying, and to pre-sell retailers. Roman, drawing on 10 years experience, is putting 90% of its ad budget this year into radio. The balance is divided between newspapers and trade publications.

Roman's distribution is scattered, again a characteristic of the business, where the need for sub-zero storage limits blanket distribution, instead tends to concentrate it in major centers. Roman's major market is metropolitan New York, but it reaches out to Philadelphia, Washington, Pittsburgh, St. Louis, Baltimore, Boston and Miami.

The spot pattern follows distribution and reflects the strength of the markets. In the metropolitan New York market, the current schedule calls for a hefty 66 spots a week. These are carried on New York's WNEW, WMGM and WABC; WVNJ. Newark; WPAT, Paterson; WFAS, White Plains, covering Westchester county; WHLI, Hempstead, covering Long' Island, and WOV, New York, for Italian language.

Outside New York, an equal number, 66 spots a week, are used. These

(Please turn to page 58)



Before: preliminary storyboards prepared by EWR&R are checked by, (1), Hans Fischer, advertising director of KLM, and John Keavey, v.p. and acct. supervisor at EWR&R agency



During: On-location shooting, supervised by Rollo Hunter, seated (1), v.p. in charge of tv and radio for the agency, included a full mock-up of KLM airliner built in Holland studio

After: final product of new variation on time signal leaves upper right hand corner of tv screen blank for superimposition of local time. KLM made seven commercials in six days



# KLM shoos

► EWR&R produces seven film commercials in Holland for Royal Dutch Airline's first spot television flight

Lots of wings spanning the Atlantic and several variations on a television producer's prayer have netted a Dutch television treat for KLM airlines and Erwin Wasey, Ruthrauff and Ryan, Inc. its ad agency in New York.

The specific dimensions of this tv treat: seven film commercials which will launch the international airline's first spiral into spot television. EWR&R executives, working with KLM ad director Hans C. A. Fischer, set what seemed an impossible tv goal last spring for its v department, headed by Vice President Rollo Hunter. As John Keavey, vice president and supervisor on KLM, outlined it he wanted:

- A holiday "feel" which was realistic for KLM's tv spot debut with onlocation shooting, and high identification for the client's letters, KLM;
- Integration of three large themes into seven small commercials: Destination Europe, World Wide Routes and KLM Service;
- Flexibility in terms of open-end shooting and mixing and matching of film segments to accomplish different ad purposes in varying lengths of commercial time;
- All this and—what EWR&R people construed as an impossible heaven to achieve—an inexpensive and affordable cost.

It didn't take too much rumination for Messrs. Fischer, Keavey and Hunter to figure out that an apropos arrangement for a Dutch airline might be use of a Dutch film company inasmuch as on-location shots in Europe and the Netherlands were integral parts of preliminary storyboards.

Via flurries of trans-Atlantic mail they took competitive bids from local film companies which, though inexperienced in television per se, had decades of professional work behind them in the filming of industrials and movie films. The selection was a 37-year-old company with the stumbling-block name of N. V. Filmfabrick Profitti, with studios located in the Hague and Hilversum. Producer of the series was

### r real Dutch flavor

Peter Buis, the studio's creative chief.

With a favorable exchange rate for American dollars in terms of Dutch guilders, the client decided to hew to his usually-costly storyboard line. This called for such complexities as shooting in sundry European locations, at the Trevi fountain in Rome, in Paris and at Buckingham Palace in London. Shots in these exotic locales were designed as "after" sequences of a European trip. The "during"—or in-flight—and the "before"—at a ticket office—were filmed on specially constructed sets in the Dutch studio, where technicians built two mock-use.

The first, an exact replica of the interior of one of KLM's DC7Cs, was fitted with airliner furniture—seats, berths, windows and even carpeting. A chef was dispatched from KLM headquarters at the Schiphol airport nearby to supervise buffet and dinner arrangements featured in the film.

The second mock-up - an airline ticket office complete with front window and sidewalk-was highlighted in Erwin Wasey, Ruthrauff & Ryan's interesting variation on a television time signal. This film of a couple standing outside a KLM ticket office is designed to run silently with voice over by the local announcer. The shot is so framed that the upper right hand corner is dark. When the man in the film looks at his wristwatch, the live announcer cuts in locally to say "It's eight o'clock in New York." By balop the actual time is superimposed over the dark corner of the film.

The entire picture is then flipped optically and by match dissolve the viewer sees the same couple in exactly the same pose except the new scene is in front of an actual foreign setting. No process backgrounds here! At this point the local live announcer comes back and continues with "By this time tomorrow, you could be sightseeing in Europe," A dissolve moves into an inflight shot of the airliner over the KLM logo and the local announcer concludes the time signal with "Fly KLM Royal Dutch Airlines,"

The other six commercials in the series of seven filmed in Holland are three sixties and three twenties, all open-ended to allow for a local slide and live announcer cut-in to give the local KLM ticket office address and/or telephone number if the client chooses. These commercials all feature a full complement of actors and an elaborate musical background.

Tyradio v.p. Rollo Hunter, who traveled to Europe to supervise filming of the series, directed on location and in the studio for the six shooting days which were required to complete the assignment. The film studio had made advance appointments with local actors and actresses for his casting.

One problem which he had eliminated weeks before: by planning only voice-over commercials, he had no English-speaking or accent problem to cope with. He did, however, select what he terms "American" types. One of his "stars" turned out to be Adrian Marx, a KLM executive who made his first thespian appearance as a tourist.

Incidental music is heard throughout the entire sequence of each commercial but it has been toned down and modified so it is entirely supportive to the picture and word themes. The music is original, composed by one of the Netherlands leading musicians, Rudolf Karsemeyer, who conducted a 16-piece orchestra for the KLM series.

John Keavey, KLM's account supervisor, commends the quality of the Dutch productions as well as—of course!—an \$11,000 price. This fee, for the unbelieving record, covers all project costs: seven commercials, location and set shooting, technicians, musicians, actors, original music, props, processing, animation, editing, opticals, duty charges—even agency commission and contingency sum.

Major contributing factors to smooth production despite the 5,000-mile span is that although KLM was working at home base, EWR&R had done a thorough job in advance planning.

P. M. Maas Gesteranus, deputy general advertising manager of KLM, headquarters in Europe but is equally familiar with the American scene and its advertising agency techniques. Keavey and Hunter, similarly, have traveled to the London office of EWR&R.

These add up to KLM television flights which will be high, wide and handsome on viewers' screens this viewing season.

#### PUNCH 'EM UP ON ELECTION NIGHT

✓ Ingenious gimmick for tv reporting of election returns employs fast cash register for speedy Minnesota vote count

They're using the old cash register for election night reporting out at KDAL-TV, Duluth, and heaven help the defeated candidate if the operator punches the wrong key.

Unique, home-made method developed by KDAL-TV technician for





faster voting flashes, is simplicity in the extreme. Returns are rushed from newsroom to operator who tots them up on his machine with all the dazzling celat of a short order cook at an allnight dog wagon. On the opposite side of the screen, the camera focuses on hand-lettered name of candidate, picks up figures from the register window.

The cash register technique replaces an old, slower method by which numerals were hand-posted on felt menu boards, and the information was supered on the lower third of the screen. Enthusiasts at KDAL-TV say at least 20 minutes is saved from the time when returns are phoned in from election headquarters.

Some SPONSOR questions: what about the poor operator? Does he have to sit there and get banged in the chest by a catapulting cash drawer 300 times a night? And doesn't he sometimes get sore, frustrated, or just plain itchyfingered, and punch up a "NO SALE" return for Joseph P. Zeitch?

# How agencies pep up tv selling





Cocoa Marsh goes local with a whole stablefull of such proven to personalities as Claude Kirschner, WOR-TV (1eft), Nancy Rogers WIZ-TV (above), Jolly Starr, WFK-TV (lower left) and Uncle Hugo WSN-TV (lower right). Hicks and Geist agency keeps carefal sales checks on individual local performers and reports that sharp sales increases can be traced to use of local live kid show talent





- Thompson, Ayer, many other agencies using live-local combinations with film commercials for extra sales punch
- Popularity of local live talent on many news, sports, cooking, kid programs, pays off despite handling problems

Despite the accuracy, guaranteed performance, and comparative handling ease of film tv commercials, many large and small agencies serving national accounts are turning to local live talent these days.

A recent SPONSOR check of such agencies as J. Walter Thompson, Ayer, and Y&R revealed far more local live amouncement activity than is generally realized in the trade, and a wider variety of uses for local pitchmen and

personalities than in previous years.

At JWT, for example, Norman Varney heads a "local live" tv section of five men and three girls who are concerned solely with the planning production and supervision of live commercials in spot markets. Varney's group is currently producing local announcements for Ford, Shell, Northeast Airlines, Pan American, and French, and expects to take on additional assignments for other Thomp son accounts, as proof of the extra sales power of local personalities becomes more heavily documented. Varney himself is an enthusiast for local live selling.

Similar sections are operating at Ayer, McCann, Y&R and other agencies, and the expansion toward livelocal seems to be moving in two directions—by type of programs, and by types of accounts.

Oil companies have always beer particularly strong for local live an nouncers (see last week's SPONSOR for an account of N. W. Ayer's weather casting operation for Atlantic Refining) but there is a stepped up interes in the auto, food, transportation and children's product fields also.

At Hicks and Griest, for example the Cocoa Marsh operation is almos

# h popular local personalities

solely a local-live operation, with local personalities pre-selected by careful market checks, and their individual sales performance recorded and compared. Ed Ricchiuto of H&G reports that local personalities can have a far more profound effect on sales to kids, than even the programs themselves. And the agency bases both its station and market selections on the personalities available in a particular area.

In general, agencies are employing local announcers on news, sports, interview, weather, cooking, and kid shows (see box for Norman, Craig & Kummel survey of local live talent) and commercials cover a wide range of techniques from all-live to live-and-film, live-and-slides, etc. on the program side, many local shows are, of course, a combination of live and film, with a local personality serving as "host" for a cartoon, comedy, news, or feature presentation. These hosts, or MC's have provided exceptionally strong salesmen, say agency observers.

From the agency viewpoint, there are obviously many objections to the live-local production of commercials. Not only is there the added cost of preparation, traveling and supervision, but agencies in general fear that many stations cannot be trusted to do a thorough and accurate preparation job.

Balancing off these reservations are not only proven sales performances at the local level, but also certain new technical developments which may easily increase the use of local live performers in the near future.

One of these of course is videotape which will allow stations to record national commercials with local personalities, and make them available for checking and editing. Another is the increasing use of TelePrompTer, Tele-Pro, and other mechanical and electrical devices which aid in insuring accuracy. At present, 135 tv stations have TelePrompTer equipment.

Agency men interviewed by SPONSOR are almost unanimously agreed that popular local personalities can be, for certain products, far more effective than film. They say, "there are some big ifs and problems. But if you can lick these, you do get stronger selling with the local live personalities."

#### LIVE TALENT AVAILABLE ON LOCAL TV

Norman, Craig & Kummel recently surveyed all U. S. tv stations on their live programing. A healthy 63% of stations answered, and these are the results:

QUESTION: What proportion of your air time is devoted to local live programing?

| ANSWER: | 6-15%    | of | schedules | 61% | $_{\rm of}$ | stations |
|---------|----------|----|-----------|-----|-------------|----------|
|         | 15-25%   | of | schedules | 24% | of          | stations |
|         | 95 95 07 |    | hadulaa   | 50% | of          | etations |

QUESTION: What proportion of commercials on these shows are

ANSWER: 74% of commercials on kitchen shows

53% of commercials on news and sports shows

74% of commercials on interview and panel shows

54% of commercials on film programs with live hosts

QUESTION: How many live "personalities" do you have?

ANSWER: 95% of stations said "three or more"

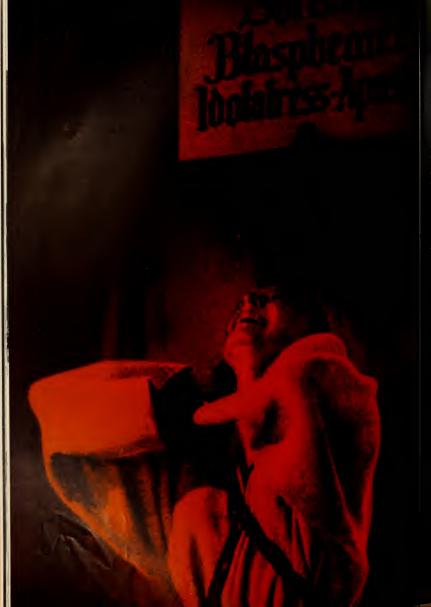
62% of stations said "five or more"

QUESTION: Which sells better-film or live commercials?

ANSWER: 88% of stations answering feel local personalities do a

better selling job for advertisers than film.





A moment in history and ...

# YOU ARE THERE

Great events become great television as YOU ARE THERE takes viewers behind the scenes to re-create history's most drama-charged pages.

The final hours of Joan of Arc; the Boston Tea Party; the first flight of the Wright Brothers; Lou Gehrig's farewell to baseball; the death of Dillinger...you are there as these and 34 more "headline stories" are created in present tense, as half-hour television news specials.

Combining the sweep of history with the excitement of on-the-spot television coverage, and narrated by CBS Newsman Walter Cronkite, YOU ARE THERE, a Peabody Award-winner, is distinguished, different extertainment for all audiences, all markets.

"...the best film programs for all stations" CBS FILMS ©
Offices in New York, Chicago, Los Angeles, Detroit, Boston,
San Francisco, St. Louis, Dallas, Atlanta, Canadas S. W. Caldwell, Ltd.

# What is the effectiveness of personality-delivered

With more emphasis placed on believability in commercials, ad and station men discuss the merits of live personality vs. e.t. messages.

Myron A. Mahler, vice pres. & creative dir. for air media, Emil Mogul Co., Inc.



What's the sales target?

sponsor's either-or query points up a valuable lesson which may not have been intended. It's that you can't be dogmatic about advertising creation. Advertising is a dynamic, ever-changing means of communication which is antithetical to fixed positions, which defies hard-and-fast rules.

In thinking about the answer to the question posed, I couldn't help but see in it complete vindication of this agency's no-pat-formula credo of advertising creation.

It's obvious from these observations that no categorical, yes-or-no reply will be made by me. Personalities vs. et.'s? It all depends. What's the sales target? What are you trying to accomplish? Who would be the personalities, if you choose this method? What's the media strategy — spots, programs, participations? What's the size of the budget? What's the audience composition you're shooting for? What's the product or service?

These and similar questions have to be answered before you select the creative technique. And are these two your only alternatives for a radio campaign? Are they mutually exclusive?

The answer to the latter query is that they're not. We've used personalities wher conditions and goals warranted them. We've used e.t.'s. And we've used a combination of the two.

There's no doubt that a good case can be made for the use of personalities in delivering commercials—provided, again, that their use best serves your objectives. Program personalities are alive, warm, human. They have local followings. They add to credibility and confidence in the product. They place your message in the mood of the program, enhancing receptivity.

On the other hand, you can often do with e.t.'s things that would be impossible delivered live. You can develop, with e.t's, new ways of attracting attention and delivering your message. You can create interesting sound effects, catchy jingles, novel dialogue-monologue combinations.

An interesting example of how the nature of the product and the marketing objectives determine the commercial technique is in our current national spot campaign for Rayco Manufacturing Company. Here we're employing both e.t.'s and live copy. E.t. was chosen for Rayco's new line of auto mufflers so that we could take full advantage of sound effects to emphasize the product's selling points. Live copy, for delivery by personalities and announcers, was selected for the longestablished Rayco auto seat covers. Both methods, thus, are used in the same campaign, with e.t. alternating often with live copy on the same program or on different days of that program.

On the other hand, we decided upon e.t.'s for National Shoes, Inc. (broadcast up to 942 times a week on 50 stations) to enable us to put on exciting, different commercials in the form of one-minute "musical revues"—each containing four different musical themes, with spoken bridges connecting the themes.

Finally, we've had several occasions when the best technique, we felt, was a combination of e.t. and live commercial, delivered either by a personality or an announcer.

An example of such a combination

is our recently-created commercial for Ronzoni macaroni and spaghetti products. This consisted of an Italianlanguage lesson on e.t. being taught to a live announcer. This innovation proved quite effective.

Personalities? E.t.'s? Both? As I said, it all depends!

Harry Mooradian, gen. sales mgr., KGBT, Harlingen, Texas



The commercial should fit the program

The very fact that we have this particular topic of discussion, proves that radio is flexible. We have found that a healthy combination of personality-delivered commercials with transcribed announcements or a combination of both gives greater flexibility than any other media in our market. Only radio is as flexible. In its sister broadcast area of television, very little personality-delivered commercials are used with the possible exception of women's shows, cooking and/or children's pro-

Certainly no other media can give the warmth and human touch of a commercial delivered by a station personality. As far as transcriptions are concerned, it is to be said that they are a steady, continuous diet which motivates the listener.

Obviously, the repetition of the same e.t. or series of e.t.'s built around the same copy angle has a marked advantage over a personality type announcement, in which the personality might vary somewhat and stray from the true intent of the message.

On the other hand, personality commercials can fit the mood of a particular segment of programing. They can

### ommercials versus e.t.'s?

also be related to day-to-day local market situations, such as the weather and local news events. This extra human touch on the part of an accepted local personality can give the advertiser a plus that he cannot possibly obtain by the use of his transcriptions alone.

In the Rio Grande Valley of Texas, where we have a large segment of Spanish speaking population, we have found that the on-the-air personality commercials have particularly strong effects. The Spanish speaking people literally idolize our Spanish disc jockevs. Indeed, they are stars in their own right on the air, and are accepted as leading citizens of this community. Because of this obvious advantage, which has been built into our personalities through the years, a simple word or sentence by our disc jockeys on behalf of a product often leads to overwhelming success far and above that normally expected.

Obviously for these reasons we highly recommend and frequently use our Spanish language disc jockeys whenever we can persuade the national or local advertiser to do so. The beautiful and outstanding fact about all of this is another reason why radio in our market is very much on the upswing. Radio will sell at any time of the day or night, in the manner best suited for any situation.

Lyell Bremser, vice pres. & gen. mgr., KFAB, Omaha, Nebraska



There's no substitute for the real thing

To me the difference in the effectiveness of commercials delivered by personalities as against e.t. commercials often times depends on the products being sold. Certain products can be sold by a personality better than any tape. And certain products demand a commercial by a station personality.

There is no case that I know of, however, where a better job cannot be done by a personality than by a tape recording. If there is to be any guts in radio the guts have got to come from personalities that are believable. These in turn, supplemented by a proper programing concept on the part of the station, create a character for the station in the minds of the listeners which is believable and which makes them feel they can depend on the station and what the station represents.

A station that can, over a period of time, pin-point numerous direct sales results from its listeners must automatically be the kind of a station the listener believes in. And these direct sales results are for the most part delivered by the station's own personalities which over a period of time have won the confidence of its audience.

And the station that has these personalities—the station whose believability has become an accepted fact to its audience and whose personalities have reached the status of tried and trusted friends provides a bonus for the e.t. commercials just by being presented within the framework of the personality's program. When an e.t. commercial is presented on a well known personality's program, it gains the added value of having been indirettly recommended by the personality.

The "you are there" feeling that an individual personality can give to the product's believability is hard to duplicate via the recorded commercial. The personal inflections and references by a station's personality to a product commercial is an intrinsic part of the overall acceptability of such a commercial by the audience.

To coin a cliche—but a cliche which gives a short and sweet answer to the question I can just say "There is still no substitute for the real thing."



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denverradio station KOSI!

KOS

5000 Watts Denver is KOSI-land!

WGVM—Greenville, Miss, KOBY in San Francisco

# <u>now</u> Available!

Brochure Containing
COMPLETE DETAILS OF
WVET'S EXCLUSIVE,
PHENOMENALLY
SUCCESSFUL TOP VALUE
STAMP PROMOTION
PROGRAM

For Information
Contact: BILL SCHUBERT

# WVET

ONLY Station In The Nation That Gives TOP VALUE Stamps! 17 CLINTON AVE. SO. ROCHESTER 4, N. Y.

#### SPOT RADIO CAMPAIGN

(Cont'd from page 37)

multiple products where other agencies may be involved, Jones and Fetzer know where certain clients may be working on a 260-time rate, and take that into consideration when collecting and compiling list of availabilities.

In the case of the White Owl commercial, Jones and Fetzer began calling reps representing stations in every market requested by the client. As the avails came in, they were compiled into folders, one for each market. Within a week's time, the sheath of folders had

grown into a stack. Each contained

- the following information:

   The complete list of stations in
- the specific market.

   The approximate budget for the market.
- The starting and ending date of the campaign.
- Details on the desired audience,
- with additional marketing data.

   Complete list of all availabilities, with details of all package plans.
- Jones, who has headed up the spot broadcast coordination unit since its inception, points out that while his division functions as a fact-gathering

service which eliminates duplication of effort, it does not mean that Y&R's media buyers are not available to reps. Any rep can ask to see any media buyer any time he wishes, and can inform the buyer personally of new package plans, a change in market coverage, or on other facts which the rep thinks the media buyer should know.

Finally, when the folder for each market is complete, Jones turns them over to Viscardi—usually in batches of five or 10 so as not to overload the media buyer. In addition, Jones passes on any pertinent information and suggestions—i.e., a station in a given market has moved from sixth to second, or the client is working on the 260-time rate on a station in another market.

One rule that Jones insists on is that the list of availabilities be complete, so that every media buyer has all the necessary information to make his decisions. The reason, Jones explains, is that many buyers prefer to take the lists of availabilities home and study them away from the distractions of the office; thus there is added reason for seeing that the availabilities are complete, since the media buyer working at home has no way to get the data.

Now, armed with stacks of folders, White Owl buyer Tom Viscardi begins to make his decisions. He is helped by Al Ward, assistant media buyer at Y&R has an assistant buyer). Over a period of a week, Viscardi studies, evaluates, chooses the best station, and the best slots for the White Owl spot.

As Viscardi makes his decisions, Ward begins the long process of phoning the reps with the order. Occasionally the actual ordering is done by the spot radio/tv coordination unit—usually when the list of selected stations is quite long.

For example, in Boston, Viscardi decided to buy time for White Owl on a total of nine stations: WBZ, WCOP, WEEL, WEZE, WHDH, WILD, WM-EX, WNAC, and WORL. To order the time, Ward called the station's reps. They, in turn, called their stations, placed the orders, and the same day a confirmation form was on its way back.

At this writing, the buying is still going on, and the White Owl campaign is beginning to gain momentum. By the end of this month, millions of men in at least 25 major markets will know of White Owl's big promotion—thanks to the efficiency of Y&R, the busy reps, and the impact of spot radio.

# YOUR BUSINESS WILL BE UP if you read SPONSOR'S 12th annual FALL FACTS BASICS

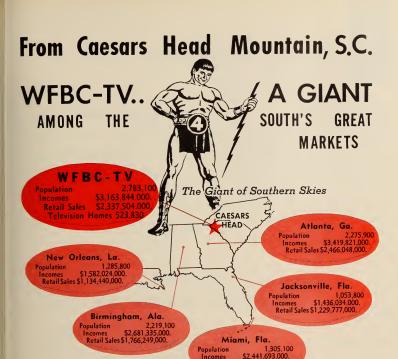
38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

### Reprints of popular BASICS charts sections:

|    |       |    |          | (    | 1 to 9     | 35     | cents | each |
|----|-------|----|----------|------|------------|--------|-------|------|
| 16 | nages | on | Marketin | ng l | 10 to 49   | 25     | cents | each |
|    |       |    | Radio    | J    | 50 to 99   |        | cents | each |
|    |       |    |          | ]    | 100 to 499 | 15     | cents | each |
| 24 | pages | on | Tv and   | Film | 500 to 999 | 121/2  | cents | each |
|    |       |    |          | Į    | 1,000 or m | ore 10 | cents | each |

#### Prices include postage

|                 | e the following repr<br>or cash enclosed |            |              |
|-----------------|--|------------|--------------|
| Section         | Quantity<br>desired                      | Unit price | Total amount |
| Marketing       |  |            |              |
| Radio           |  |            |              |
| Television-Film | 1  |            |              |
| Full copy of F  | Fall Facts BASICS-                       | -\$1       |              |
| Name            |  | Company    |              |
| Address         |  |            |              |



### DOMINANT IN GREENVILLE, SPARTANBURG & ASHEVILLE

Retail Sales \$2,243,761,000.

Here's the new WFBC-TV market . . . with an increase of 48% in coverage area. Figures shown for Population, Incomes and Retail Sales for WFBC-TV are within its 100 UV/M contour (average radius approximately 100 miles). All other markets are measured within a 100-mile radius. WFBC-TV now dominates 3 metropolitan areas, Greenville and Spartanburg, S. C., and Asheville, N. C., and is truly "The Ciant of Southern Skies."

Ask For Facts About The New WFBC-TV MARKET. Call or write the station or WEED for additional information about WFBC-TV's great 4-state market in the Southeast.





## RADIO RESULTS

#### SUPERMARKET

SPONSOR: Big Y Market AGENCY: Direct

Capsule case history: The Big Y Market, a supermarket in Eugene, Ore., has become one of the leading stores in the community since it began sponsorship of The Big Wheel From The Big Y program on KORE, Monday through Friday, 3 to 3:30 p.m., and on Saturdays, 9:30 to 10 a.m. The show is a direct remote from the supermarket with several gimmick features. A large wheel with 24 numbers is mounted on the wall beside KORE's remote console. Twice during the program, a question is asked about the price of some special value in the store. The winner is the first person to call in with the answer and the wheel is spun to determine what the person wins, ranging from potato chips to more expensive market merchandise. In addition, there is a jackpot and other contest gimmicks which build in value from day to day. The Big Y management attributes its growth to this program, which brings in a large number of buying spectators every day from its own community and others.

KORE, Eugene, Ore. Program

#### BANKING

SPONSOR: Talman Federal Saving & Loan Assn. AGENCY: Direct Capsule case history: In 1957, Talman Federal Savings and Loan Assn. of Chicago began its sponsorship of WFMT's Early Morning Program, 6:30 to 9 a.m., Monday to Friday. WFMT, an fm station, devotes its schedule entirely to cultural entertainment, and the morning broadcast is a "wakeup" program of classical music, plus news, weather and time reports and a listing of the day's cultural events. Talman's v.p. and ad mgr., Jonathan Pugh, felt that the station's programing attracted an audience which "was more than ordinarily productive and which saved more," Talman used only three minutes of commercial announcements per hour, quiet-spoken 'capsule essays' which described the operations of the association. Results: the number and size of new savings accounts traceable to the program accounted for a considerable share of Talman's growth in the last year, now ninth largest in Chicago. Talman has now renewed for three years, one of the longest term contracts in radio.

WFMT, Chicago Program

#### **GARDEN EQUIPMENT**

SPONSOR: Fortuna Hardware AGENCY: Direct

Capsule case history: Fortuna Hardware, Fortuna, Calif., decided to try a special promotion to hypo sales, an outdoor lawn and garden party to demonstrate power mowers and garden tillers made by the Homko and Lawn Boy companies. The advertisers felt that the promotion could be best handled by KINS in Eureka. A saturation schedule of 40 announcements during the week prior to the party was purchased. All announcements were two-voice with fanfares, parade-type musical introductions. On the day of the event, KINS broadcast from the park 11 to 11:30 a.m., describing the demonstrations, interviewing representatives from Fortuna Hardware and the mower companies, guests, and broadcasting the band music by the eight county school bands which had been assembled. "The results of KINS advertising were an attendance of 1,000 and a sale of 20 power mowers and two tillers," said Jim Loudon of Fortuna Hardware, "making it one of our most successful promotions."

KINS, Eureka, Calif. Announcements and program

#### TRANSPORTATION

SPONSOR: Trans-Canada Airlines (TCA) AGENCY: Direct Capsule case history: Every year WGAR promotes the Canadian National Exhibition and on the opening day does a remote broadcast from the exhibition in Toronto, giving listeners a description of the parade. TCA bought a few spots each year to tie-in with the promotion, but wondered as to its effectiveness. This year, they decided a good way to determine its value would be to send a special flight to Toronto and to have Tom Armstrong plug it on his WGAR morning show, 5:30 to 9 a.m. Since the cost of the one-day round-trip ticket and the seats to the grandstand show totaled \$40.95, TCA doubted that there would be much response. On 31 July, Armstrong made one announcement and within a few hours TCA asked that no future announcements be made-they had completely sold out the 30-seat flight. Ramsay McGregor of TCA in Cleveland said: "We have a new respect for radio and especially WGAR. This fast sell-out of a luxury trip proved the pulling power of radio."

WGAR, Cleveland Announcements





# when you first turn on the radio, what station do you tune to?



WWDC, said 17.9% of Washingtonians to whom PULSE popped the question. Our closest competition was almost two percentage points away.

This is only one of many facets of WWDC leadership in the Washington, D. C., metropolitan area, brought out in a special qualitative survey conducted by PULSE. For the full report, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." It's well worth the reading.



REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's lots of exciting news in Jacksonville, Fla., too where WWDC-owned Radio Station WMBR is changing listening habits overnight. CBS Spot Sales has the story.



Homes reached monthly — 26.5% MORE than other Rochester station.

Homes reached once a week-20.8% MORE than other Rochester station. DAYTIME CIRCULATION Homes reached once a week—24.7% MORE than other Rochester station

Homes reached daily average—38.8% MORE than other Rochester station. NIGHTTIME CIRCULATION Homes reached once a week—20.8% MORE than other Rochester station. Homes reached daily average—28.8% MORE than other Rochester station. Represented Nationally by Peters, Criffin and Woodward

#### WROC-TV NBC-ABC CHANNEL 5 ROCHESTER, NEW YORK

A TRANSCONTINENT STATION WROC-TV, Rochester, N. Y. - WSVA, WSVA-TV, Harrisonburg, V WGR, WGR-TV, BuHalo - WNEP-TV, Scranton/Wilker-Barre



#### FROZEN RAVIOLI

(Cont'd from page 45)

use the same copy that is used in New York, explains Leo Greenland, "because we're always telling the same quality-convenience story which has basic appeal to housewives everywhere." Greenland, now president of Smith/Greenland, N. Y., has handled the Roman account for seven years.

Where possible, morning time from 7:30 to 11:30 is preferred, and the majority of spots run during that segment. Some afternoon time is being used, though, and even late-night spots have been effective when selectively used, the company reports.

Radio is a 52-week proposition with Roman. Campaigns are run on 13week bases. There are three strong campaigns during the year, and what Greenland terms a "holding action" during the summer.

The current campaign for ravioli is comprised of eight transcribed 60's. They are parodies of elements of various radio and tv shows. Opening with music, there next follows an announcer-m.c. asking, "What is your vocation?" All of the interviewees are Roman "employees."

The spots are run in rotation. Each "employee", in talking about his job. spends considerable time emphasizing the importance of his job, thereby providing a lengthy discussion of various manufacturing quality controls that would otherwise be considered too obscure for mention. In addition to these specific quality "check points," general benefits, such as economy and ease of preparation, are made in each of the eight spots.

Backed by intensive radio of this nature. Roman sales have shown a more than satisfying growth over the past 10 years. The company was begun by Joe Settineri and his brother, Cy (now secretary-treasurer) in 1947. Sales gross that first year was about \$10,000. Although the company will not release actual sales figures currently, Settineri admits to a gross "in the middle seven figures."

Roman ranks as a staunch supporter of radio, by virtue of consistent use throughout the past decade. have found that radio has the ability to get to housewives consistently and at low cost," Greenland explains.

For about seven years, the Roman campaigns were done live, using established station personalities. The current series of humorous e.t.'s deliver a plus, since the same personalities often "kid" the spots before and after.

A strong merchandising effort backs up each of the three major campaigns each year. For the current effort, for instance, each Roman salesman received a sales kit containing the complete advertising story, pictures of the personalities on whose shows the spots would run, and coverage maps, showing station coverage for each section of the city. These coverage maps are an absolute answer, Greenland says, to a retailer who wonders if radio reaches his customers.

In addition every major buyer, chain or independent, gets a letter from each station, telling him what market it reaches, its over-all coverage, and a synopsis of its sales story, in terms of audience and buying power.

"One of the interesting things we've learned about using radio," Greenland notes, "is that on a long-term basis, the effectiveness increases tremendously after a period of several cycles."

There's no reason to suppose that Roman will not continue to take advantage of increasing effectiveness.



FIRST IN RATINGS SERVING NO. CALIFORNIA FROM CHICO

FULL POWER—FULL COVERAGE A NIELSEN SURVEY MARKET

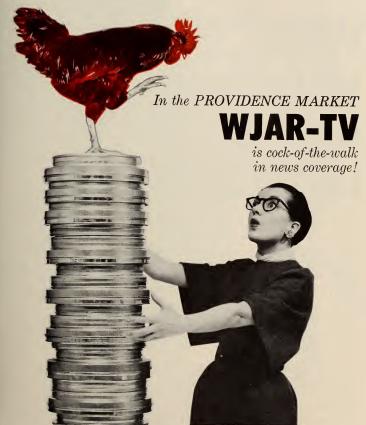
THE GOLDEN EMPIRE STATION CHICO, CALIFORNIA

CBS and ABC Affiliate Represented nationally by Avery-Knadel, Inc. San Francisca Representative George Rass, National Sales Manager Central Tower

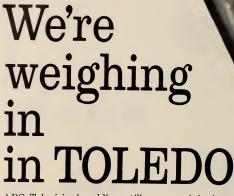
# Henrietta sees Red

and puts a \$1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!



CHANNEL 10 · PROVIDENCE, R.I · NBC·ABC · REPRESENTED BY EDWARD PETRY & CO., INC.



9:1:1:2:1:31:14:115:11

ABC Television's adding still more weight in Ohio! Now we're in Toledo-which means we have seven\* live affiliates in the Buckeye State alone. Sunday, October 26, is the day we'll be officially opening WSPD, Channel 13. With the addition of Toledo, ABC-TV advertisers will be reaching another 330,300 homes...in a booming market with an effective buying income of over one billion dollars. It raises ABC Television's total line-up of major affiliates to a spanking 86. And gives the network 85.2% coverage of the U.S.-94.9% if you count delayed broadcasts. Let ABC-TV throw its weight behind your product!

\*Akron, Cincinnati, Cleveland, Columbus, Dayton, Toledo, Youngstown.





# 9 OUT OF 10 POST '48

# IN MOVIELAND GROUP'S ALL STAR LINE-U

Post' 48...that's the key to the high ratings A.A.P.'s Movieland Group is scoring in market after market. You get 81 top pictures, all sure hits, from such major studios as RKO, 20th Century-Fox, UA, Universal, Korda and others. Featured are such big league stars as Ginger Rogers, Lilli Palmer, Bette Davis, Paulette Goddard, Rex Harrison, Joseph Cotten, Orson Welles. This popular, saleable package of great new pictures is first run in many areas. Put them to work for you.





# FILM-SCOPE

18 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

The business upturn may be inspiring bolder investments by advertisers in buying the whole show instead of just alternate week.

This year, new shows like CBS Films' Colonel Flack are bought by single, full sponsors in 80% of all markets. Compare this to last season, when alternate sponsorship and even station sales on new properties were rampant.

Videotape's 50% savings in production costs is appealing to stations who need good but economical programing to carry spots.

Divorce Court, originated by KTTV, is distributed by Guild Films' Syndi-Tape division and has already been picked up in New York, Boston, San Francisco, Seattle, Providence and other cities.

A regional campaign delivers much more impact when it's solidly tied into local promotion. For example:

Hood Dairies of New England, after trying personal appearances of stars of 26 Men last year, will use a local contest developed by Kenyon and Eckhardt.

This winter, families in five key cities will win vacations in Phoenix, Arizona — production center of the show and winter camp of the Boston Red Sox. Winners will appear in film clips to be shown in their home area.

This week admen were wondering whether Amoco's proposed buy of a syndicated show to replace a network program would touch off a chain reaction.

Amoco, which formerly sponsored Person to Person, is probably switching to CBS Films'
"U. S. Border Patrol" in 59 cities, after some use of syndication in spot markets and the
Frank Leahy show in New England.

Amoco's agency is Joseph Katz. Coincidentally, The Katz Agency, station representatives, have been pitching the values of syndication over network for some months in an elaborate presentation.

The ratings career of two recent syndicated shows suggests that the re-run cycle can be the most profitable part of a 52-week contract.

Here are Gray Ghost ratings which point to repeat ratings which were higher than premiere ratings, even though the repeats were during the summer:

| CITY       | REPEAT RATINGS | PREMIERE RATING |
|------------|----------------|-----------------|
| Buffalo    | 19.5           | 15.5            |
| Washington | 17.7           | 14.4            |
| Chicago    | 9.6            | 6.0             |

But note that re-run ratings can be even higher when the 13-week repeat cycle falls in the winter, as shown by this comparison for Silent Service.

| CITY      | REPEAT RATINGS | PREMIERE RATINGS |
|-----------|----------------|------------------|
| Boston    | 25.5           | 10.1             |
| Chicago   | 23.0           | 15.3             |
| Cleveland | 26.9           | 17.1             |



18 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

## **MARKETING WEEK**

Westinghouse's slam-bang "Fiesta of Values," kicked off by its first Lucille Ball-Desi Arnaz show, starts, ironically, with a shortage of year-end models.

The shortage, according to Chris J. Witting, Westinghouse v.p. and general manager of the Consumer Products Group, is a combination of two factors:

- · Cautious scheduling on production.
- · An upswing in consumer buying.

Witting expects the upswing to continue, an expectation based on talks to a few thousand retailers by 100 Westinghouse executives who visited them week before last.

He said retailers were looking forward to their best quarter in two years and some even spoke of their best quarter ever.

While there was strong retail support behind "Fiesta of Values," it is understood that a substantial proportion of the display pieces were hung up only because some Westinghouse men themselves pitched in and did the job.

Reynolds Metals has started promoting its heavy ABC TV schedule to the trade.

Salesmen are currently visiting store buyers with a visual gimmick to make sure the chains (1) are aware of the video ad support behind Reynolds Wrap and (2) keep the firm in mind when scheduling in-store promotions.

The gimmick is a simulated tv set with 14 presentation cards which the salesman displays in the set as he unfolds his story. A toy covered wagon, which caps the presentation and promotes Walt Disney Presents, is left with the buyer to take home to the kids. (In addition to the Disney show, Reynolds is sponsoring All Star Golf on Saturdays and has bought into Operation Daybreak.)

Having its own salesmen, Reynolds is in a particularly good position to make hay with trade promotions of this sort. Alcoa and Kaiser distribute aluminum wrap through brokers. With a large volume in alumium wrap (its market share is about 60%), Reynolds can take advantage of the economies inherent in a company sales force.

Here's a fact to watch out for in analyzing tv audience composition figures.

While it's often been pointed out that there are usually more women than men watching to at night, it's seldom pointed out that there are more women than men in the first place.

The number of women over 18 last year (civilian population as of 1 July) came to 57.2 million, while men in the same age bracket totaled 51.9 million.

(Nature's mysterious balancing mechanism continues to operate, however. The number of males per 100 females, as of the same date, was 104 for persons under 15 and 102 for persons between 15 and 24.)

A lot can be done with audience composition figures to make them more usable for marketing purposes, says SSCB's Dick Dunne.

Dunne recently completed a job in which Nielsen audience comp figures were converted into the actual number of men, women, teen-agers and children (4 through 11) reached on both radio and tv.

Calculations involved setting up a population base for each of the four audience segments. This permits the client to get a quick idea of the percent of each audience segment reached.

Detailed tabulations were made of tunin; by hours during the day and half hours at night.



18 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

# **WASHINGTON WEEK**

The FCC was scheduled to close the record on the Miami channel 10 case this week.

The precedent-setting case was to move thereafter to the brief-filing and oral argument stages. Special hearing examiner Horace Stern has already promised a final decision by Christmas.

Meanwhile, former FCC Commissioner Richard A. Mack, indicated for alleged bribe-taking in connection with his vote in the case, was given a delay until 7 November for arraignment. He was reported "physically and emotionally ill."

The FCC rehearing of the Miami channel 10 case at the direction of the Appeals Court continues to assume greater and greater importance as a precedent-setter.

The Harris House Commerce Legislative Oversight subcommittee, which can however change direction with lightning speed, now seems content to allow the FCC to carry the ball on probes of tv cases.

Granting that the subcommittee and the FCC both continue along present paths, the Miami channel 10 rehearing will set a pattern for rehandling of all contested cases about which serious allegations were dug up by the Harris group.

If the final decision should be to permit the original Miami channel 10 grant to National Airlines subsidiary Public Service Television go without challenge, it is hardly likely there would be license cancellations in other cases. If the final decision is for cancellation, it is hard to see how other licenses can fail to go under via the same route.

For confirmed gamblers, incidentally, the odds are prohibitively high that Public Service will lose its license for alleged improper approaches to then-Commissioner Mack.



Judge Stern is considered a sure bet to outlaw both Public Service and losing applicant Col. A. Frank Katzentine from the battle for the channel, and possibly even North Dade Video, another losing applicant in the original contest.

Observers doubt that the FCC will find itself able to overrule Stern, even if the commissioners wish to do so.

They point out that a good deal of effort was expended to get a special hearing examiner of the stature of Stern, retired Pennsylvania Supreme Court chief justice. They add that, with such effort already on the record, the FCC would hesitate to overrule.



The Federal Trade Commission has issued a nine-point guide to its staff as the opening gun in its new war against advertising of ersatz bargain prices.

Its own report FTC says: "Battle lines were drawn today by the Federal Trade Commission in its war on trickery in price advertising."

This FTC language reflects the gravity with which the Commission regards its new crusade. The FTC also says it has enlisted the aid of civic organizations, the Better Business Bureaus and the Advertising Federation of America.

The guide says sellers must not represent or imply they are offering a reduced price, unless the reduction applies to the specific article, rather than "similar or comparable merchandise. And savings must be from "usual and customary" retail prices in the trade area.

Other parts of the guide merely amplify, with admonitions about such things as two-forone sales, "factory" or "wholesale" prices, pre-ticketing with fictitious prices.



18 OCTOBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

# **SPONSOR HEARS**

Radio stations, especially in the Southwest, are in love with identification and other promotional jingles. But writers are a stumbling block.

A good point of inquiry for interested candidates is Dallas.

ABC TV has set a new high for promotion spending on a single show.

It's committed for \$400,000 worth of newsprint and other ballyhoo on **Disney Presents** during the 1958-59 season.

NBC TV apparently is overlooking an old vaudeville precept: Make sure to balance your bill with the right assortment of men and women.

There isn't a woman starred in the entire schedule on Wednesday nights. In fact, ABC TV that night has a monopoly of them—Donna Reed, Patti Page, and Harriet Nelson.

Tv's ability to impel women to order by phone or mail has caused the quality foundation and bra business to have some qualms about the medium.

The problem: Women have a tendency to order foundation garments two sizes too small and bras two sizes too big. The result is a ratio of returns that cuts too deeply into the over-all profits of the retailer. He'd rather have them come in for a fitting.

The big item of speculation across Chicago luncheon tables this week involves pioneer station and network executive. H. Les'ie Atlass.

The theme: He will retire from CBS in a year; and—as one who'd never be content with retirement, forced or otherwise—he's among those who have been bidding for some of the surplus NBC space in the Merchandise Mart.

Here's a tip for the newer generation of station people who come to New York to make the rounds of the agencies:

Timebuyers like meeting new faces; but because of the pressure of time and work they'd perfect only 1) calls concerning specific campaigns in the making, and 2) a recital of facts about the station and market of help to prospective campaigns.

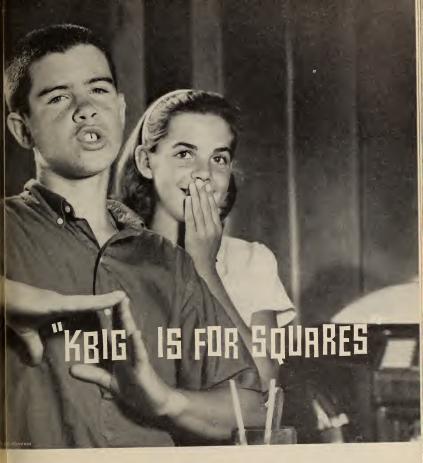
Look for some middle-management changes in one of the major drug companies in tv.

Sales have been slipping (particularly with a headache remedy). Resultantly the advertising and sales departments are hotly engaged in the old game of pointing figures at each other.

Making the situation doubly acute: The margin of profits is getting narrower for the company as a whole.

Here's a nostalgic sidelight on Texaco's sponsorship of the Friars' Club series of six specials on CBS TV starting in November:

The program cost of each of these specials is \$150,000. Compare this with what I. J. For (furrier) paid for the sponsorship of a Friars' Club series 20 years ago over WMCA, N. Y., and the Intercity Network: \$500.



The refreshing sound of KBIG isn't intended to "send" Junior.

But it does provide freedom from frenzy for "squares"...the mature people who can buy your product. Melodic popular music of today and yesterday, plus award-winning news, captures a 91% adult audience (Pulse, Inc.) in 234 Southern California market areas. And a campaign on KBIG averages 71% less cost than on stations with comparable reach.

It's the most profitable radio coverage you can buy!

The Refreshing Sound of Radio...740kc/10,000 watts

JOHN POOLE BROADCASTING CO., INC. 6540 Sunset Boulevard, Los Angeles 28, California • HOllywood 3-3205

Course toba Parala Percelanation Co. Inc.

KBIG

Use

Radio

Catalina for all

Southern

California

#### **ADVERTISERS**

Texaco returns to network tv in November as sponsor of a series of specials—Friars' Club, or The Man of the Hour, on CBS TV.

The commitment is for two of these monthly specials this year, four during the first part of 1959 and a couple more toward the end of 1959, or a total of eight.

Program price for each special: 82,000 gross. Texaco will also sponsor the Cotton Bowl (\$275,000 complete) on the same network and is considering additional network participation.

C&W is the agency.

The FTC ordered Liggett & Myers

to cease claims that Chesterfield has no adverse effect on the nose, throat, or accessory organs.

L&M was also ordered to stop contentions that its cigarettes soothe or relax the nerves, or are less irritating than other cigarettes.

#### Campaigns:

- John H. Dulany & Son's fall promotion will combine a consumer sweepstakes contest with product couponing, featuring a grand prize of a year's supply of frozen foods in 53 Dulany markets. The campaign: spot tw in 14 major markets, with 60, 20 and 10-second ID's plus spot radio and print. Agency: EWR&R.
- Transogram starts its 13-week pre-Christmas tv spot promotion for three of its new toy products—Action

Rinkette Hockey, Quik Quiz and Paintby Number Mosaic Art Pictures. The campaign: One-minute filmed commercials in 90 major markets with total spots for a sixe-week period. Agency: Wexton Co.

 Broadcast Canned Meats have revamped its radio and tv commercials for its Chili. The new spots, in a stepped-up advertising campaign, will feature Goldilocks and the Three Bears.

Edwin Ebel, General Foods advertising v.p. has added a corporate media specialist to his staff.

The specialist: Arch Knowlton who used to be with American Homes Products in Chicago.

Strictly personnel: Edward A. Ochs, general sales manager for Hazel Bishop, promoted to v.p. . . Robert C. Olney, upped to general sales manager of National Advertising Company. a wholly-owned subsidiary of Minnesota Mining & Manufacturing Co.



# **WRAP-UP**

# NEWS & IDEAS PICTURES



Off to the 49th State: Dick Morrison, general sales manager of KBOX, Dallas, hids Eddie Gale adden, as the KBOX announcer starts his trip to Juneau, Alaska. Purpose: to invite Juneau dignitaries to attend Alaska Day of the Texas State Fair, which opened 16 October



O marks the spot on Ranger Peak, the proposed site of KTSM-TV, El Paso antenna. Access to it will be by aerial alpine tramway

Going up, the new 1526 foot tower for WIS-TV, Columbia, S. C. Furman Anderson, Jr. (1), its designer, from Kline Iron and Steel and WIS-TV v.p. C. Batson, discuss plans



#### AGENCIES

Robert W. Daily, v.p. of McCann-Erickson, newly arrived in Chicago from the Cleveland office, spoke at the opening meeting of the AWRT chapter there, on the advertising future of Chicago.

Dailey forsees Chicago as the most important city in the world, and possibly within the next 10 years, particularly as it affects the world of ad-

- vertising, and he gives these reasons:

  1) Chicago is the most advantageous distribution center in the U. S.
- The city is a major market place
   It has grass roots marketing
- guidance.

  4) Chicago people are a thermom-
- 4) Chicago people are a thermometer of how other people throughout the nation feel.
- Chicago agencies have more than doubled their billing in the past four years.

Bryan Houston, chairman of the

board of Bryan Houston, Inc., was also in Chicago last week, addressing the 4 A's Management Session at the 4 A's 21st Annual Central Region meeting.

Said Houston: "Your public relations, over any worth-while period of time, is a function of what you do.

"Start your public relations by doing something worth talking about. Do something that is not just a response to a client request. Do something that has nothing to do with meeting a deadline; something that will broaden your own usefulness to some or all of your clients."

Agency appointments: McCann-Erickson's Cleveland office, for the Baker Laboratories, Inc., Cleveland and the Lawson Milk Co., Akron, with plans being formulated for a tv campaign initially only on Cleveland tv stations... Compton Advertising for the Guaranty Trust Co. of New York, institutional and service advertising only... EWR&R, for Devoe & Raynolds Co. formerly with JWT. Billings for the paint concern: \$400,000 ... Ketchum, MacLeod & Grove, for the Defense Products Group of Westinghouse Electric Corp ... Bozell & Jacobs, Chicago, for the Turtle Wax-Plastone Co., Chicago.

Anniversary: EWR&R is starting its second year with a high note of optimism: "Billings are at the same level they were at the time of the merger, with the acquisition of 13 new accounts since mid-spring.

"New business prospects are anticipated to swell billings to nearly \$80 million by the end of 1959."

They were named v.p.'s: Frederick J. Wachter, formerly v.p. and general manager of the Chicago office of EWR&R, named executive v.p. and general manager of New York and Eastern Division of EWR&R. He is succeeded in Chicago by Roswell Metzger . . Julian P. Brodie, named v.p. at Lawrence C. Gumbinner



Extra! Extra! Raymond Welpott, NBC v.p. and gen. mgr. of WRCV-AM-TV, Phila., participates in "Old Newsboys Day" promotion for handicapped children, and sells edition of Inquirer to Alyce Thompson, employee of Sun Oil



Subtle trophy is presented to Starr Yelland, announcer on KLZ, Denver, by the staff, dubbed "The Man Most Likely To . . ." Yelland had been complaining about never receiving an award in 18 years of announcing

Preempted by the Series: Disappointed fans of Linn Sheldon, of Cleveland KYW-TV's Barnaby, Popeye and Friends visit him on the set to complain about the World Series striking out his show this season





This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

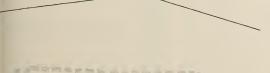
# MR. TELLDAILY

... who says that the public is like a small boy. "Unless I keep telling them and telling them and telling them, they go out and do nothing-for me!"

So day-in and day-out his high frequency Spot Television "Plans" are telling and telling, and selling and selling with sight, sound and demonstration—at very low costs per sales call.

Let us send you a copy of "SPOT TELEVISION COST YARDSTICKS" which will show you what it costs to use spot television's "Plans" regionally, seasonally or market-by-market.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.



MIDWEST

|                        |       | WOC-TV  | Davenport          |
|------------------------|-------|---------|--------------------|
| WEST                   |       | WDSM-TV | Duluth-Superior    |
| KBOI-TV Boise          | 2 CBS | WDAY-TV | Fargo              |
| KBTV Denver            | 9 ABC | KMBC-TV | Kansas City        |
| KGMB-TV Honolulu       | 9 CBS | WISC-TV | Madison, Wis.      |
| KMAU KHBC-TV Hawaii    | 0 000 | WCCO-TV | Minneapolis-St. Pa |
| KTLA Los Angeles       | 5 IND | WMBD-TV | Peoria             |
| KRON-TV San Francisco  | 4 NBC |         |                    |
| KIRO-TV Seattle-Tacoma | 7 CBS | SOUTHV  |                    |
|                        | ,     | KFDM-TV | Beaumont           |
|                        |       | KRIS-TV | Corpus Christi     |
|                        |       |         |                    |

| M D D M - 1 A | Duluth-Superior      | 0  | NBC-ABI |
|---------------|----------------------|----|---------|
| WDAY-TV       | Fargo                | 6  | NBC-ABO |
| KMBC-TV       | Kansas City          | 9  | ABC     |
| WISC-TV       | Madison, Wis.        | 3  | CBS     |
| WCCO-TV       | Minneapolis-St. Paul | 4  | CBS     |
| WMBD-TV       | Peoria               | 31 | CBS     |
| SOUTHV        | VEST                 |    |         |
| KFDM-TV       | Beaumont             | 6  | CBS     |
| KRIS-TV       | Corpus Christi       | 6  | NBC     |
| WBAP-TV       | Fort Worth-Dallas    | 5  | NBC     |
| KENS-TV       | San Antonio          | 5  | CBS     |
|               |                      |    |         |

| EAST    |            |    |     |  |
|---------|------------|----|-----|--|
| WBZ-TV  | Boston     | 4  | NBC |  |
| WGR-TV  | Buffalo    | 2  | NBC |  |
| KYW-TV  | Cleveland  | 3  | NBC |  |
| WWJ-TV  | Detroit    | 4  | NBC |  |
| WJIM-TV | Lansing    | 6  | CBS |  |
| WPIX    | New York   | 11 | IND |  |
| KDKA-TV | Pittsburgh | 2  | CBS |  |
| WROC-TV | Rochester  | 5  | NRC |  |

| WPIX    | New York      | 11 | IND |   |
|---------|---------------|----|-----|---|
| KDKA-TV | Pittsburgh    | 2  | CBS |   |
| WROC-TV | Rochester     | 5  | NBC |   |
| SOUTHE  | AST           |    |     |   |
| WLOS-TV | Asheville, Gr |    |     | ú |
| WCSC-TV | Charleston, S |    | 5   |   |
| WIS-TV  | Columbia, S.  |    | 10  | ĺ |

# WFGA-TV Jacksonville

### ETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

... Everard W. Meade, appointed v.p. for tv and radio commercial development. Ogilvy. Benson & Mather

Harry M. Jobson, to v.p. at Harris & Co., Miami . . . Rudy Etchen, to the Pittsburgh office of EWR&R as v.p. in charge of new business development.

Other personnel shifts: Florence Small, tradepaper agency editor for the past 12 years, has set up her own public relations and advertising counselling firm-Penthouse Television Associates-at 595 Madison Avenue . . . Joseph Kelnberger, Jr., assistant account executive in the drug division. Ellington & Co . . . Frank Sharpe, manager of the tv traffic department. James Young, tv producer, and Sylvester Cleary, account executive, at Reach, McClinton & Co . . . Payne Williams, creative writer-producer on the ty radio staff of Comstock & Co., Buffalo.

#### **NETWORKS**

UHF got another jolt last week: CBS TV gave the Hartford, Conn. affiliation to WTICTV and announced it would shut down its own uhfer, WHCT, in that market,

CBS took on WHCT at a price of \$650,000 in 1956. NBC TV remains in the uhf field with WNBC, Hartford.

Because of the CBS switch, the possibilities are that NBC will press for affiliations with WNHC-TV, the Triangle station that feeds the Connecticut Valley and is now affiliated with ABC TV. (See Sponsorscope page for commentary.)

### The top 10 Trendex rating for

| the w | eck of 1-7 October, 1958  | are  |
|-------|---------------------------|------|
| 1. G  | unsmoke (CBS TV)          | 35.0 |
| 2. D  | anny Thomas (CBS TV)      | 29.3 |
| 3. I  | Desilu Playhouse (CBS TV) | 29.0 |
| 4. P  | erry Como (NBC TV)        | 28.8 |
| 5. A  | nn Southern (CBS TV)      | 28.0 |
| 6. B  | ing Crosby (ABC TV)       | 26.2 |
| 7. V  | Vagon Train (NBC TV)      | 26.  |
| 8. V  | Vyatt Earp (ABC TV)       | 25.9 |
| 9. E  | lave Gun Will Travel (CBS |      |

TV) 25.8 10. Ed Sullivan (CBS TV) 25.7

Tv network sales: P&G (Compton) has signed to join Sylvania (JWT) on

ABC TV's The Real McCoys, beginning I January . . . R. J. Reynolds (Esty) will be added to the list of sponsors on NBC TV's Wagon Train and Northwest Passage, for the fourth quarter of 1958.

Daytime tv sales: ABC TV's "Operation Daybreak" has a total of 18 advertisers with the most recent signing of Campbell Soup (See COM-PARAGRAPH, 27 September, spoxson)... Armour & Co. for a 52-week order with NBC TV amounting to &2 million on Concentration, It Could Be You, Today Is Ours, and Dough-Re-Mi... National Biscuit Co. (K & E) becomes a participating sponsor on ABC TV's new Uncle Al Show, debuting today (18 October) from 11 a.m. to 12 noon.

Network radio sales: Allstate Insurance for 52-weeks of Edward R. Murrow and the News on 25 stations of the CBS Radio Pacific Network.

Ideas at work: Alex Reese, executive director of WFAA-TV, ABC TV affiliate in Dallas has come up with one that will give Texans a chance to see



# Leads in Fresno



KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in farm programs \_KMJ-TV's full-time

farm editor has all the facilities of the Agricultural Department
of the McClatchy Broadcasting Company at his disposal. He also works
with McClatchy newspaper farm editors. This, coordinated
with on-the-spot film coverage, results in farm programming
without peer in Fresno.

KMJ-TV • FRESNO, CALIFORNIA • McClatchy Broadcasting Company • The Katz Agency, National Representative

their ABC TV shows in New York. Dubbed "Tv Special Showplane," the group will be flown to New York for a five-day stint, which will include live appearance on some shows.

NBC TV began one of its biggest audience promotion contests last week, with \$25,000 in cash and twelve RCA color tv sets to be awarded to station promotion-publicity managers and station managers offering the twelve best local campaigns promoting NBC TV's daytime program line-up. Contest ends 7 November.

Network affiliations: NBC, with the Channel 10 Tv Corp. of Michigan, Inc., which airs 1 January ... WIRE, Indianapolis, marked a quarter-century affiliation with NBC Radio last week. Robert Sarnoff, chairman and Joe Culigan, executive v.p. in charge of NBC Radio joined in the ceremonies by presenting WIRE with an anniversary plaque.

#### FILM

The innovation of "triple exposure"—as a cumulative rating gimmick—is now being tried out in seven-station New York.

NTA Film Network is spending an estimated \$5,000 a week for time on stations competing with flagship WNTA-TV for local bolstering of these shows: How to Marry a Millionaire (Pall Mall through SSCAB), This is Alice, Man Without a Gun and TV Hour of Stars (participations in all three include A&P through Paris & Peart and Vick through BBDO and Morse.)

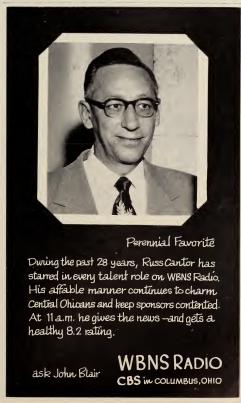
Rationale is this: WNTA-TV is a relatively weak spot in the network's lime-up and extra exposures on both WPIX and WOR-TV on different days of the week could triple ratings. Involved is 6.5 program hours and 13 hours of additional scheduling.

Double exposure has proved successful in New York where one of the outlets was a network flagship. It's now up to ratings as to whether three exposures on the independents can be parlayed into another winning combination.

New programing: Screen Gems, which set up a new production staff under Tom Gries, director of syndicated program production, and Wallace MacDonald, director of development, will produce Stakeout, based on records of the Florida Sheriffs Bureau. Two other series will be produced for syndication release in 1959.

Sales: ABC Films reports Canadian Broadcasting Corporation renewal for a second year of Wyatt Earp by Campbell Soup and Christie, Brown Bisquit . . . also fifteen additional domestic renewals of 26 Men including Amoco on KNOE-TV, Monroe, La., and stations WLWT. Cincinnati; WSFA-TV. Montgomery; WFBC-TV, Greenville; KFFM-TV. Spokane; WKJG-TV, Ft.

Wayne; KEYT, Santa Barbara; KFRE-TV, Fresno; WEAR-TV, Pensacola; KVAL-TV, Eugene; KGW-TV, Portland, Ore.; KOMO-TV, Seattle; WLWD-TV, Dayton; WL-WI, Indianapolis, and KFYS-TV, Cape Girardeau . . Screen Gems reports sales of Rescue B have reached 108 markets. Sponsors include Dallas Morning News on its own WFAA-TV; Farmer's Union in four North Dakota Markets: Bismark, Minot. Dickinson and Valley City; Val Decker Packing Co. on WLW-D. Dayton; Prince Macaroni, sold



through WAACTV, Boston: Winn Dixie Food Stores on WAVE-TV, Louisville, Ky.; Schiff Shoe Company in Evansville, Ind., and Procino-Rossi Macaroni Company plus West End Brewing, alternate sponsors on WRGB-TV, Schenectady. . Barry Grafman and Associates have sold Laurel and Hardy comedies to WOW-TV, Omaha, and KRVT. Des Moines. . . . MCA-TV, Ltd., added sales of its Paramount features to WJW-TV, Cleveland, and WITI-TV, Milwaukee.

Program Promotions: Ken Tobey and Craig Hill, stars of Whirlybirds, made a helicopter appearance in Birmingham, Ala, for Blue Plate Foods. The WBRC-TV special event also included Duncan Renaldo of Cisco Kid . . NTA Film Network stars kicked off a series of public appearances: Lori Nelson, Merry Anders and Barbara Eden of How to Marry a Millionaire in the midwest; next stops are New York, New England and the West Coast, Next on the 18 city tours are Patty Ann Gerity of This is Alice, John Conte of TV Hour of Stars and probably Rex Reason of Man Without A Gun . . . T.A.P., Inc. will release merchandising

SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

items on Crusader Rabbit to stations in the next 30 days.

Strictly personnel: Robert Seidelman, named syndication sales director of Screen Gems, will fill the post vacated by Jerry Hyams, elected a vice president last July. Seidelman will supervise six area sales managers and a field force of 35 salesman . . . Reub Kaufman, president of Jayark Films, appointed Milton Westerman vice president in charge of the mid-western territory. Backing the new distribution company through a production alliance is Larry Harmon Productions, which named William Hebert executive vice president. . . . Irwin S, Lamm joins ABC Films as graphic research specialist . . . Wynn Lowenthal is director of publicity and promotion for Telestar Films . . . M. Peter Keane, technical director of Screen Gems, appointed a member of the board on managers of the Society of Motion Picture and Television Engineers (SMPTE). New York Division.

#### TV STATIONS

WABC-TV, New York reports a record 49% profit increase for the third quarter, 1958, compared to the same period, 1957.

This increase, added with the first two quarters, 1958, brings the ABC TV flagship station a profit of 53% over the first nine months of 1957.

The 13 radio and tv stations owned by NBC in eight major cities will combine their resources and facilities for six weeks or more, starting this week.

Purpose: to focus public attention on America's need for more trained scientists.

The project will be dubbed "Science Calling."

Re videotape: WGN.TV, the videotape pioneer in Chicago tv operations, is now getting out a videotape rate card for the benefit of agencies wishing to use the ampex facilities for producing commercials and for experimenting with this relatively new tv production device.

However, a top spokesman for WGN assures SPONSOR that this can in no way be interpreted as their competing with film studios for the commercial business.

WIBW-TV, Topeka joined with three Kansas City tv stations, plus stations in St. Joseph and Sedalia to telecast the inauguration of the University of Kansas City's new chancellor, Dr. Richard M. Drake.

Reason for this unusual telecast: University officials felt that they could reach a much larger audience via tv than with the normal type of inaugural ceremonies.

Sports news: With the baseball season over this year, WLW-TV has already made plans to continue telecasting Cincinnati Redlegs games for the next three years. .. WOR-TV, New York is going into high school sports with a series of eight Saturday football games. The first participating sponsor to sign for the high school grid contests: Masters Department Stores.

#### Thisa and Data:

- WKRC-TV, Cincinnati, begins construction next week on a new building to house its radio and tv studios. The construction, estimated to take 10 months, will cost about \$1.5 million.
- The Wilkins Jewelry Co. has signed for the two-hour feature film via WTAE, Pittsburgh. The station claims this buv as "the longest time period in a prime evening slot on a regular basis on any Pittsburgh tv station."
- WITN, Washington, N. C., treated buying and media executives of New York agencies to a three and onehalf day junket which included a tour of the station's entire coverage area, a look-see at the major economic pluses of the market and an off-beat tour of the most primitive section of the famed Outer Banks.

The promotion touches includcd: private station wagons with cars emblazoned in WITN colors and logos; a yacht cruise lasting for two days; a tour of DuPont's Dacron plants; and a host of parties, country club dances and dinners.

Northern guests made the final concession of their defeat to Southern hospitality on this account: Host Bill Roberson, WITN president, gave nary a speech.

On the personnel front: Charlie Powers, retail sales manager of



AMERICAN RESEARCH BUREAU MARCH 1958 REPORT GRAND RAPIDS-KALAMAZOO

| TIME PERIODS  |          | f Quarter H<br>gher Rating |      |
|---|----------|----------------------------|------|
|   | WKZO-TV  | Station B                  | Ties |
| MONDAY THRU FRIDAY 7:30 a.m. to 5:00 p.m. 5:00 p.m. to midnight | 99<br>92 | 89<br>47                   | 2    |
| 8:30 a.m. to midnight<br>SUNDAY                                 | 38       | 23                         | 1    |
| 9:00 a.m. to midnight   | 43       | 17                         |      |
| TOTALS  | 272      | 176                        | 4    |

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

### BUT... You Can Buy Kalamazoo - Grand Rapids At A Great Bargain!

With WKZO-TV you can buy more territory and reach more people in Greater Western Michigan than are available from any other television station- 600,000 TV homes in one of America's top-20 markets!

WKZO-TV telecasts from Channel 3 with 100,000 watts from a 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo - Grand Rapids. Ask Avery-Knodel!

\*William H. Seward bought Alaska from Russia in 1867 for \$7,200,000. Opponents of the purchase called it "Seward's Folly"



### The Fetzer Stations

Studios in Both Kalamazoo and Grand Rapids For Greater Western Michigan

Avery-Knadel, Inc., Exclusive National Representatives

KDAY, Los Angeles, to KULA, Honolulu, as v.p in charge of sales. . . R. J. McEIroy, president of Black Hawk Broadcasting Co., assumes the position of general manager of KWWL-TY, Waterloo . . . Gordon Grant, to the sales staff of the radio; tv department of Triangle Publications . . Jack Reher, formerly of NBC Spot Sales has joined the Cascade Broadcasting Co. as executive coordinator . . R. S. Nielsen and John Henry to executive sales posts at K-DUB Stations, Lubbock.

More on the move: Joe Hudgens, named program director of KRNT-TV, Des Moines . . . Charles Bell, general sales manager. WSPA-TV, Spartan-berg . . . H. DuWayne Hanson, account executive at WKOW-TV. Madison. Wisc. . . Patricia Bradley, advertising-merchandising manager of WOWL-AM-TV, Florence, Ala. . . . . Dave McConnaughey, account exceutive at WBNS-TV, Columbus, Ohio . . . Frank Ridolphi, promoted to administrative assistant at WSFA-TV, Montgomery. Ala.

### RADIO STATIONS

RAB'S Kevin Sweeney tossed a bunch of scallions at Madison Avenue last week during a visit to Kansas City.

Said Sweeney:

The "really imaginative and effective radio commercials" are being cultivated in cities far from Manhattan. In fact, the "springs of creative talent bubbling along Park and Madison Avenues" produce a "creative yield acre that's much lower than that of at least 20 other cities."

WCRB, Boston, gave a press demonstration of stereo as a preview of what the station will offer at the 1958 New England High Fidelity Show, to be held this week at Boston's Hotel Touraine.

WCRB airs an average 20 hours per week of stereophonic broadcasting.

Sports: With the Hockey season on its way, KIRO, Seattle has signed with the Seattle Totems Hockey Club

to air the entire schedule of 64 games during the 1958-59 season.

Station sale: KFGO, Fargo, owned by Northern States Broadcasting Co., to North Dakota Broadcasting Co., subject to FCC approval.

Ideas at work:

• Latest stunt of KFWB, Los Angeles: New contest for time buyers to make them aware of the station's rating increase, called "Rocketing Ratings." The contest, open to all media personnel, consists of three mailings. First, a brochure dubbed "Time Buying for Fun and Profit," then a follow-up teaser postcard and a "Rocketing Ratings" kit.

 KXOX, St. Louis is promoting its newest d.j. who actually "started with a shoe string," Jack Elliot, by mailing shoe-string tags. ballyhooing Elliot's debut to every ad agency in the area. Also to more than 100 retail record stores, to be distributed to purchasers. In addition, a scantily attired model handed out some 6000 of these tags at high traffic points.



- WBBC, Flint, Mich, went all out to promote the South Flint Plaza Merchants Association's 'International Bazaar,' which included, among many prizes, a grand award of a trip to the World's Fair in Brussels. WBBC staged such publicity props as helicopter rides, barn dances, beauty contests, and a fashion show.
- WOV, New York, is staging a "Worbug Rhymes With Lovebug" contest for agency personnel. The "Worbug" is a cartoon figure that has become the station's symbol, and appears on all its advertising and promotion. Object: Whoever has the most Worbugs by 12 February (contest's end), gets, as first prize, a trip to Rome.
- WIBG, Philadelphia, invited listeners to write and tell why they would like to be the first person launched into outer space, with a promised award for the 99 best answers of an M-11 Corporal Toy Missile Kit. The station has received, to date, 600 replies.

Thisa and Data: KDKA, Pittsburgh, is holding a new system of Monday nights "Record Clinics"—two-hour seasons which give record distributors an opportunity to play their latest releases for all KDKA d.j.'s. The clinics will also provide grounds for exchange of ideas, opinions, and an up-to-date talk on what the listeners are requesting, and what the customers are buying.

Kudos: Gov. Fostor Furcolo, of Mass., presented a special public service award to William Putnam, president of WWLP, Springfield; WRLP, Greenfield and Brattleboro, Vt., for outstanding work in the civil defense field.

Station staffers: Charles Dickoff, named station relations director of the Walker Group of radio stations in Wisc., Mich., Ill., and Iowa . . . Kenneth Foellinger, business manager and assistant secretary of WFBM-AM-TV, Indianapolis . . . Carl Bailey, special events director, KBIG, Catalina . . . Gordon Mason, named sales manager for KNX and the CBS Radio Pacific Network, Los Angeles . . . Clifford Eustice, named director of product services of the Crosley Stations. He comes from the food brokerage business . . . Robert Bowden, to the sales staff of WKID, Urbana-Champaign . . . Larry H. Lau has resigned as general

manager of KVAN, Portland, Ore. He will announce his future plans by 1 Nov... Jerome McCauley, named assistant sales director of WMGM, New York.

Other personnel moves: Don Brice, appointed director of news and public affairs programing at KIRO, Seattle . . . Dale Taylor, station manager of WENY, Elmira . . . Gordon Mason, named sales manager for KNX and the CBS Radio Pacific Network . . . Charles Parker, production manager for WDRC, Hartford, has also become promotion manager . . . Wallace Brazeal, sales manager for KPEN-FM, Atherton, Cal. . . . Charles Boland, sales representative and Norris Kalar, account executive for KBOX, Dallas.

Staff promotions and additions for the Gordon Stations: Don McCarty, to program director of WSAI, Cincinnati; Frank Kalil, program director, KBUZ, Phoenix; Gene Ackerley, general manager, KCUB, Tucson: Don Venturino, program director, KCUB and Bill Dixon, to sales manager of KBUZ.

#### CANADA

CBC TV, Toronto has streamlined its network operations with consolidating its network staff this week.

The changes:

Peter McDonald, formerly head of network tv programing, named director of the network, in charge of matters related to the planning, content and distribution of CBC's English-language tv programs.

Gunnar Rugheimer, former director of sales, becomes assistant director of the tv network, concerned with overall direction of network programing and sales.

John Malloy becomes supervisor of tv network sales and Ian Ritchie joins the network staff in Toronto to work with affiliated stations.

In a speech dubbed "Time Is A Very Precious Thing," Canadian broadcasters were warned by Adam Young against allowing their time to be sold at a fraction of its value.

The occasion was a meeting of the Central Canada Broadcasters Association at Ste. Marguerite, Quebec. In his talk. Young cited the U. S. radio networks as "selling time at a fraction of the cost that the station sells it. These low rates obviously have a tendency to depress rates and divert money to networks.

"Do not permit anyone to depress your rate or rate structure," Young urged. "If we are successful in developing programs with more and more listeners, our radio time becomes indeed, a very precious thing."

#### Promotions:

- CHCT-TV, Calgary, as just completed 182 hours of continual telecasting, becoming the first Canadian to station to program 24 hours a day for an entire week. Purpose: Canadian Tv Week 1958 promotion.
- Okanagan Radio (CJIB, Vernon; CKOV, Kelown; and CKOK, Penticton, all B.C.) has issued a pamphlet to advertisers and agencies re B.C.'s "Big Busy \$100 million Market." It includes data on population, retail outlets, building permits, plus a number of success stories by advertisers using the stations.

**Appointment:** Stephens-Towndrow, named as Toronto reps for CJMS, Montreal.

#### **ASSOCIATIONS**

The Four A's East Central Region meeting in Toledo, 5 November, will stress the quest for new avenues where in media and agencies can prompt greater creativity, and advance advertising standards.

Another theme that will be stressed: the importance of mutual effort between media and ad agencies.

Tv's "positive sell" and "researchoriented sales tools" are putting tv out in front in the current media jockeying for sales position.

So reported TvB's president Norman E. Cash, as he pointed to the present season's record sales position due to the tv sales team's "keeping fast pace with the dynamic impact of our medium."

Cash referred to the TvB filmed report *E-Motion*, which is being shown cross-country.

The film is based on TvB's study of the four major mass media and emphasizes the thoroughness with which the tv sales force is preparing for the future.

An update of the Broadcaster's calendar meetings:

20-21 Oct.: NAB Fall Conference, Somerset Hotel, Boston. 27-28 Oct.: NAB Fall Conference, Statler Hotel, Washington, D. C. 20-30 Oct.: Convention of CBS-Radio facilities. Waldorf-Astoria, N. Y. 16-19 Nov.: BPA Convention, Chase Hotel, St. Louis.

The Texas Association of Broadcasters chose these officers at Ft. Worth this week:

President, Al Johnson, KENS-AM-TY, San Antonio; v.p., Joe Leonard, Jr., KGAF, Gainesville; secretarytreasurer, George Tarter, KCBD-AM-TY, Lubbook; new directors: Gene Hendrix, KVLF, Alpine; Leo Hackney, KGVL, Greenville; and Marshal Farmby, KFAN, Herefork

More personal news: Omar Elder, Jr., secretary and assistant general counsel, ABC, named chairman of the Copyright Committee, NAB... John Chase, farm director, WHFB, Benton Harbor-St. Joseph, named chairman of the Givil Defense Committee of the National Association of TV and Radio Farm Directors ... Guy Cunningham, to the National Sales division; Keith Culverhouse, named director of sales promotion; and Murray Gross, director of sales development, at the TyB.

#### REPRESENTATIVES

Adam young, Inc., which has been riding hard with radio the past two or three years, is reinforcing its bid for the ty field.

Tv, as happens with other rep organizations, will function as an integrated unit, with Jim O'Grady heading up that activity.

Tom O'Dea of H-R Representatives, Inc., spoke to the Alabama Broadcasters Association in Tuscaloosa last week.

Subject: How Will Radio Rate After

O'Dea's contentions: "Last year \$260 million was spent in radio. So far this year, there's been a 2% increase over 1957. It should be more—much more.

"You and I are not selling radio positively, nor are we programing or managing positively . . . Radio can sell anything. It all depends on

what you say and how you say it."
Radio will rate after '58, O'Dea concluded, if "you can get out from behind that desk and start pitching with the concrete effectiveness and power of positive persuasion."

The recent meeting of the Radio and Tv Representatives Association of Atlanta elected these officers:

President, Richard Hughes, Edward Petry & Co.; v.p., Greg Murphy, Katz; secretary-treasurer, George Crumbley, Headley-Reed.

In addition to the above, the board of directors will include: Charles Dilcher, John Blair & Co.; Ed Brandt, Paul H. Raymer Co.; Dick Hunter, George P. Hollingbery; and Bart Isbell, PGW.

Membership in the Association includes 17 rep companies serving the Southeast with offices in Atlanta.

Expanding: Forjoe & Co. has moved its San Francisco office to larger quarters. Now located at 681 Market Street.

Rep appointments: PGW for WLOS-TM-TV, Asheville, N. C. . . . The Branham Co., for KZTV, Corpus Christie . . . McGavren-Quinn for KOKE, Austin . . . Devney, Inc., for WMIC, Monroe, Mich. nationally and Don Hutton, president of Advertising Sales Associates, for WMIC in Michigan . . . Stars National, Inc., for KGFJ, Los Angeles as N. Y. and Chicago reps . . . Robert E. Eastman, for WARM, Scranton-Wilkes-Barre . . . Breen & Ward, New York, for the Key Chain Stations (WKCB, Berlin and WBNC, Conway, New Hampshire).

John E. Pearson, named to represent the new statewide group of radio stations formed in North Carolina.

This Carolina Radio Group includes: WTIK, Durham; WFNC, Fayetteville: WKIK, Raleigh; WCEC, Rocky Mount; WRRF, Washington; WGNI, Wilmington; WBBB, Burlington; WSOC, Charlotte; WGBG, Greensboro; WRG, Hickory; WSAT, Salisbury; WTOB, Winston-Salen. ©

#### SCHAEFERS

(Continued from page 39)

Not having planned the advertising, they might forget to mention or stress it and this could cost us an important advantage among retailers."

About a quarter of the beer consumed goes through taverns and bars. While merchandising is carried on there, Nemesh believes a more potent sales opportunity is to be found in the other three-quarters of the purchases via retail stores, where conscious brand selection is usually a larger factor. "Our emphasis is not to get people to drink more beer," he adds, "but to get more people to drink heer."

While Schaefer uses a variety of media, "the best one is still the sun," Nemesh notes. "Nothing boosts sales like a hot, muggy day," he explains. But air media plays an important part, he admits, by having a brand preference ready for that hot day, partly because they provide regular continuity.

Radio has proved itself in another way. For the past three summers the company has offered a "Picnic Land" map free on request. Made up in nine regional editions, these show outdoor recreation areas for each marketing area. Radio has always been the basic medium for promoting these; the first year 2 million were distributed, this year more than 3 million requests came in from AM.

Schaefer's new campaign has been extremely effective. "While there's nothing new about using time signals on radio," Nemesh admits, "our heavy frequency has given us a 'carry-over' factor. As a result any time-check tends to remind listeners of Schaefer, whether or not we sponsor it."

On to it's a different story, since time checks have been relatively scarce there for some years. "We have achieved two ends by our time check campaign on tv," Nemesh notes. "First we've attracted considerable attention by the unusual device, and have gotten appropriate comment. Again, by using the same technique as on radio, we believe we get a cross-media tie-in we wouldn't be likely to get in a more traditional kind of campaign."

The departure of the Dodgers from Brooklyn was a dark day in the fortunes of New York baseball enthusiasts. But the fortunes of Schaefer, thanks to a creative new air campaign, have never been rosier.

#### SELF SERVICE

(Cont'd from page 41)

retail stores are not as yet self-service or self-service only to a degree. This leads to the second of the two approaches to sales stimulation.

#### Plan displays for lonely people

The one big plus frequently inherent in television and radio advertising is—a personality.

Point-of-purchase display material in retail outlets utilizing names of famous television and radio personalities has been used with success by a number of alert advertisers. Nor is the formula limited to nationally known names. Frequently, local personalities are as well or better known and liked in their own areas.

The point is, if a name (or names) is known, liked and respected, why not use this power to gain brand dominance at the point-of-purchase?

Many shoppers today are lonely people. They wander around, find no one to talk with, and are forced to make buying decisions on their own. And many people are reluctant to make decisions, hence habit buying of previously satisfactory brands.

Personalities on display material in name and/or image at point-of-purchase can be extremely helpful in introducing new products to these lonely shoppers who resist making decisions as well as for selling established products to new users.

Respect, Webster says, is "to hold in esteem or honor." Esteem and honor is what many tv/radio personalities have established among their viewers and listeners. The effectiveness of tv/radio advertising in making actual sales as well as performing the preselling job can be stimulated by bringing tv/radio personalities into the picture at the point-of-purchase to help complete the selling cv/cle.

A friendly tv/radio personality whom shoppers feel they know can well replace, to a degree, a non-friendly or non-existent retail sales person. A display piece at the point-of-purchase, however small, which shows a respected tv or radio personality can well be the spark of reassurance to lonely shoppers that they are making the right derision if they buy the brand recommended by the same personality.

Not only is display material showing tv/radio personalities effective in selling consumers, but frequently advertisers' sales people find such material easier to place than "straight sell" type material. In the final analysis, retail operators are also consumers. Not only are they conscious of consumer advertising, but they are also conscious of tv or radio personalities and react to their charms as do other consumers.

In other words, when a popular, wellliked and respected personality is used on tv and/or radio, nationally or locally, the possibility of utilizing him in display material at point-of-purchase to extend the pre-sell of consumer advertising to the actual sell in retail stores should be investigated.

#### Keep displays simple

One supermarket operator has pointed out that many stations and/or agencies make display material too busy, try to make it say too much.

This chap compared point-of-purchase display material to highway markers. Because highway markers sometimes whiz by at 50 to 60 miles an hour they can't say much, he says, so they say "curve," "slow down," and

In-store display material he points out, should talk as fast to confused lonely shoppers who may be confronted with thousands of items during 15 or 20 minutes of self-service shopping.

Following this suggestion, therefore, it might be well to consider simple display pieces that merely show a picture of a personality with short copy such as "Try Blanko," "Buy Banko." Or, words from consumer advertising might be incorporated on point-of-purchase pieces. For example, if consumer copy says of a detergent, "Blanko washes whiter," that might be the copy for a display piece showing the tv or radio personailty. Or, if consumer advertising is saving, "Blanko cigarettes filter best," point-of-purchase copy, along with a picture of a personality, could say "Blanko filters best."

By using tv or radio personalities in this manner, the endorsement of a third person is established at the point-of-purchase where many shoppers are strictly on their own and open for suggestions and assurance. But keep the copy short, make point-of-purchase material talk fast. The same philosophy applies to point-of-purchase material supplied by stations themselves. Frequently, station supplied material is little more than a commercial for the station—call letters are blown up, the personality if shown at all, is blown

down, and seldom is the product even mentioned.

Certainly, worthwhile station pointof-purchase merchandising activities should be utilized. It is suggested, however, that point-of-purchase display material should perhaps be supplied by the advertisers in order to assure effective material.

What do you buy—advertising or merchandising?

The question is frequently asked whether or not a station's merchandising program influences, or should influence, a purchase.

One of the reasons media merchandising is in the Marketing Department at the than the Media Department at BBDO is to minimize any such influence. All media on a given schedule is purchased for its value as a vehicle of consumer advertising. Once schedules are set, then, when a client desires, media merchandising works with the various media on the schedule to determine just what merchandising services are available that may be helpful in making a client's advertising investment work harder, gain greater sales.

This formula has worked very effectively during the three years media merchandising has been a function of the Marketing Department. In a number of cases, various stations have been extremely helpful in licking sales problems even though the station did not have a formal merchandising plan available. This sometimes results from a careful explanation to the rep of a local problem. Sometimes it is the result of an advertiser's local sales people working with local station people in the solution of a problem. In any event, when tv or radio is on a schedule and sales problems exist, most stations can be helpful once the problems and objectives are outlined and specific requests for co-operation made.

In summary, our experience shows that more and more tv and radio stations are recognizing the value of carrying the impact of consumer advertising into the retail store at the point-of-purchase in order to activate and gain dominance for advertisers brands.

Tv and radio personalities can be used effectively on point-of-purchase display pieces to convert the pre-sell into the actual sale.

Tv and radio stations can be helpful in solving local sales problems when the problem and the objectives are outlined in detail and specific cooperation requested.

Just like the pied piper and his fife . . .



people AFAT
to the
voice and vision
of NBC in
South Bend - Elkhart

WNDU-TV CHANNEL 1
BERNIE BARTH & TOM HAMILTON



80



# Tv and radio NEWSMAKERS



Charles A. Witson has been named manager of advertising and sales promotion of WGN, Inc., Chicago. He has been associated with WGN since November 1948 when he left Dancer-Fitzgerald-Sample to join the WGN sales promotion supervisor in 1950. In addition to his new duties as manager of advertising and sales, he

will be a member of WGN's management group. Wilson is a graduate of the University of Illinois where he majored in advertising and selling. He served with the Navy for three years, commanding a sub chaser in the South Pacific. He lives in Northbrook. Ill.

David P. Crane has joined Ogilvy, Benson & Mather, Inc. as a vice president and account supervisor. Formerly Crane was associated with Benton & Bowles where he has been president in charge of media at the agency since 1953. In addition, he handled the S. C. Johnson account as a.e. and was a member of the agency plans board. Prior to joining Benton &



Bowles in 1945 after a stint in the army, Crane was with BBDO in Minneapolis as account executive for the A. E. Hormel and General Mills accounts. His career in the advertising field began in 1936 with a job at Hormel as assistant to the advertising manager. He became Hormel's adv. mgr. in 1938. He is a graduate of Carleton College.



Sterling "Red" Quinlan, a vice president of the American Broadcasting Co. and general manager of WBKB, Chicago, is the author of a just-published novel, The Merger. His book details with the inside story of the ABC-Paramount theater deal which made Quinlan's station part of the American Broadcasting Co. Quinlan, known in ArabChicago circles, as a hard-hitting and hard-Chicago circles.

driving sales manager, started with WBKB as a 835 a week stage hand and has built the station to a top money-making operation for ABC (second only to New York). The Merger is his first published book, though he turned out eight full-length novels before putting his literary ambition into mothballs in favor of a tv career.

# YOUR FALL-WINTER SPOT BUSINESS WILL BE UP

because you'll get more of it if you read SPONSOR's new 12th annual

### **FALL FACTS BASICS**

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts
Full copies of Fall Facts BASICS available for \$1

Reprints of the popular BASICS charts sections:

|                         | [ 1 TO 9                                     | 35 cents each  |
|-------------------------|--|----------------|
| 16 pages on Marketing   | 10 TO 49                                     | 25 cents each  |
| 16 P. I.                | 1 TO 9<br>10 TO 49<br>50 TO 99<br>100 TO 499 | 20 cents each  |
| 16 pages on Radio       | 100 TO 499                                   | 15 cents each  |
| 24 pages on Tv and Film | 500 TO 999                                   | 12½ cents each |
|                         | 1,000 OR MORE                                | 10 cents each  |

Prices include postage

For fast delivery, use the coupon below:

| Che            | eck or cash enclosed  | Bill me    |             |
|----------------|-----------------------|------------|-------------|
| Section        | Quantity desired      | Unit price | Total amoun |
| Marketing      |                       |            |             |
| Radio          |                       |            |             |
| Television-Fi  | lm                    |            |             |
| Full copy of I | Fall Facts BASICS—\$1 |            |             |
| · un cop, cr   |                       |            |             |



#### SPONSOR SPEAKS

#### Spot: The Custom-made Medium

This week's case study on how Young & Rubicam buys spot (page 35) emphasizes a point about spot radio to that cannot be repeated too often. Spot today is the most carefully planned and custom-made weapon in the entire arsenal of the national advertiser. Its popularity—and its values—both depend on this fact.

Other media may seem, to the uninitiated, more glamorous and compelling. Magazines, newspaper supplements, network tv, and network radio can capture the imagination with the broad sweep and scope of their coverage and the appeal of their editorial and programing material.

But when it comes down to the short, sharp strokes of practical, pin-pointed selling in today's new marketing era, there's nothing like broadcast spot for doing an efficient, economical, and thoroughly impactful job.

#### Simplify Spot Buying and Selling

Nevertheless, spot's very virtues do create certain problems for the advertiser and agency who want to use it with the greatest effectiveness. Because spot offers clients almost unlimited opportunities for flexibility and selectivity, spot campaigns take time and expert, detailed planning.

In a large agency, as the Young & Rubicam story shows, it can easily require the services of 10 to 15 specialists to handle the creation and detail of an effective spot campaign.

If spot is to continue growing—and sponsor believes that both radio and tv spot have greater opportunities than any other branch of advertising—then everyone concerned with spot buying and selling must look for ways to simplify and streamline the operation.

This means constant pressure, particularly by station operators, to eliminate all needless paper work, to prune away from ratecards all outmoded and unnecessary provisions, and to see to it that spot information is presented in the most practical and useable manner. Understanding the agency-sponsor process, of course, is Step No. 1, which our case study spells out in detail.



THIS WE FIGHT FOR: Recognition by the industry that radio and tv spot offer national and regional advertiser opportunity for intensive, pin-point coverage and proven sales power which he cannot get in any other medium.

#### 10-SECOND SPOTS

Public service: Twice every morning, Miami radio station WQAM programs The Dozer's Club during which the endings of late tv movies shown the night before are recapped for those who fell asleep.

Game: During the World Series, Gordon Hayes, for CBS Radio Spot Sales, held open house on the terrace of Manhattan's St. Moritz Hotel so that admen could drop by and watch the games—telecast by NBC.

Land boom: Sebastian Highlands, a new Florida development is due to become an air media adman's colony. Max Friedman, a.e. at H-R Reps, has sold lots to: Reggie Scheubel, Maurer. Scheubel & Fleisher; Vera Brennan. SSC&B; Bill Smith and Sally Reynolds. L&N; Ruth Jones, JWT; Bert Mulligan, Compton; Phil Zoppi, WPOP: Bill Currie, WRAL; Bert Libin, WMAL; George Morris, WSIX-TV: Jack Soell, WISN-TV; station rep Dick O'Connell; Frank Headley, Dwight Reed, Frank Pellegrin, Paul Weeks. Avery Gibson, Al Brintrup, Bob Mandeville, all of H-R Reps. They've set up a Sebastian Highlands Home Owners Improvement and Protection Assoc., slogan of which is: "When the tide is in, your lot is out."

Help: From N. Y. Times classified—ARE YOU INTERESTING?

Have you developed a theory, philosophy or technique? Are you an authority on any specific subject? Have you an unusual occupation or story to tell? If so, and you would like to appear on network television shows, write Y6817 Times.

Yes, we've developed a theory, bu we're not sure the D.A. would like it

Dig, dig, dig: The recent Canada Dr. "Shovelthon Sweepstakes" held in Nev York proved one thing—the longe you dig, the more tired you get. Massachusetts woman spaded \$17,40 silver dollars in five minutes. An Ai Force man shoveled \$8,300 in on minute; a Missouri man dug \$12,50 in two minutes; a Pittsburgh woman shoveled \$3,900 in one minute. Wonde how many silver dollars they coule spade up in a 10-second spot?

Ghoulish: WABC-TV, N.Y.C., whil promoting its new Shock movies hor by handing out 15,000 "I Like Zacher ley" buttons, received a request froi a local politico for a supply of the buttons. A dark horse in the coming elections?

**\* WITH OVER 400 STATIONS** 



#### LE THESE BLUE CHIPS USE MUTUAL

HEINZ FOODS

LEVER BROS

LIGGETT & MYERS

L & M CIGARETTES

MILICAN HOME P.)DUCTS I TELEPHONE

US WATCH CO. RI OL-MYERS CO.

B FERIN

FER PROD., INC. II SLER CORP.

COLA, INC. DI ATE-

P. MOLIVE CO. C DATE TOOTHPASTE

CHATE MEN'S LINE B K TOOTHPASTE

X. IX, INC. EI RAL ELECTRIC

EL RAL FOODS

C UMET .- JELLO

EI RAL MOTORS PIAC - GMC TRUCKS

LIPTON TEA P. LORILLARD CO. L.P. GAS COUNCIL NATIONAL DAIRY KRAFT FOODS PEPSI-COLA PETER PAUL, INC. PHARMACEUTICALS, INC PHILCO CORP. QUAKER STATE OIL

R. J. REYNOLDS CAMELS . WINSTON STERLING DRUG CO.

Mutual is the choice because Mutual gets the choice listening audience-the buyers in the family. Why? Because Mutual is the one network whose stations offer community-integrated programming-programming of local interest for local audiences while delivering national news, special events and sports features that only top network programming can provide. For big results. at the lowest cost-per-thousand of any major medium, pick the big network-Mutual.

> 1440 BROADWAY, NEW YORK 18, N.Y. TRIBUNE TOWER, CHICAGO, ILL. 1313 N. VINE, HOLLYWOOD 28, CAL.

#### LAAAAAAAAAAAA

#### Success Story

**P** Small advertisers are smart buyers, too. Example: 3 years ago, 3 employees and a \$12,000 budget. Today, 100 employees and a business that has increased a hundred-fold. Still on Mutual exclusively . . . and still growing.

#### 71999999999999678

#### ZAAAAAAAAAAAAA

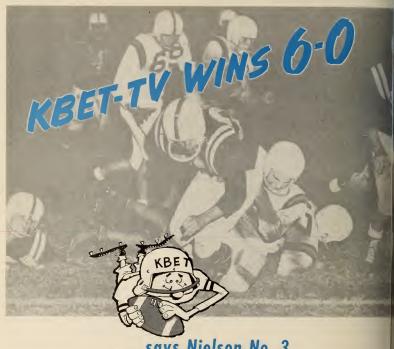
#### Top Coverage

Verified clearance is assured by Mutual's own contract with affiliates which gives MBS advertisers up to 365\* stations out of 400 per News program.

For verification, see Nielsen, June II, 1958 or current report.

THEFFERENCE TO

TUAL BROADCASTING SYSTEM, INC.



... says Nielson No. 3

| SCOREBOARD          |                     |                    |                                  |                                 |                                    |                                   |              |
|---------------------|---------------------|--------------------|----------------------------------|---------------------------------|------------------------------------|-----------------------------------|--------------|
| KBET-TV             | Monthly<br>Coverage | Weekly<br>Coverage | Daytime<br>Weekly<br>Circulation | Daytime<br>Daily<br>Circulation | Nighttime<br>Weekly<br>Circulation | Nighttime<br>Daily<br>Circulation | FINA<br>SCOR |
| KDL1-IV             | st                  | st                 | st                               | st                              | st                                 | st                                | 6            |
| "Other"<br>Stations | 0                   | 0                  | 0                                | 0                               | 0                                  | 0                                 | 0            |

Leading Station in California's Third Largest Market TOTAL AREA SET COUNT: 439,220

#### KBET-TV CHANNEL 10

SACRAMENTO



### SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



cativity of self-disciplined onals who consider the microphone a constant

gard the old ways as not srily the best ways. . .

crativity which in each tise 4 markets turns ordisteners to the Storz at n than to any other. WDGY, Minneapolis-St. Poul . . . is first on Hooper with 32.8% average. First on Pulse, too . . . and first 175 of 240 daytime Pulse 1/4 hours. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

WHB, Konsos City. . . . is first all ways. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, 96-county Area Pulse. 50.26° of men and women who listen to top 4 K. C. radio stations listen to WHB. See Blair or General Manager George W. Armstrong.

WTIX, New Orleans is first metro and area. BULLETIN: New 52-County Area Pulse shows WTIX way out front very 1/2, hour—morning, aftermoon, evening. That's what 5,000 waits and 690 ke, have 1,000 metro. Firsts: Hooper, Pulse: 300 of 360 daytime 1/2 hours, 1490 of 504 overall pulse. Hours, Talk to Adam Young or WITX General Manager Fred

WQAM, Miami is first! Proof: Hooper (40.5%) . . . and first in 264 of 264 quarter hours; Pulse . . . 432 of 432 quarter hours; South & Central Florida Area Pulse . . . . also Trendex. Next time you're in Miami, hear for vourself the sounds that make it so. See Blair . . . or General Manager Jack Sandler.

DAY'S RADIO FOR TODAY'S SELLING STORZ, PRESIDENT . HOME OFFICE: OMAHA, NEBRASKA WDGY Minneapolis St. Paul REPRESENTED BY JOHN BLAIR & CO. WHB Kansas City
REPRESENTED BY JOHN BLAIR & CO.
WTIX New Orleans REPRESENTED BY ADAM YOUNG INC. WQAM Miami REPRESENTED BY JOHN BLAIR & CO.

#### WHY YOU CAN'T **BUY 1-MINUTE** TV SPOTS

In many of the top 40 markets, one-minute tv spots-daytime or night -are just about sold out. Here's what caused the big rush to minute segments, and why it may mean a 20% hike in spot television costs

Page 31

How Bosco sells by combining tv with premiums

Page 34

The chemical industry moves in on television

Page 38

SPONSOR's 7th annual farm radio and ty section

Page 41

DIGEST ON PAGE 2



# **STUDY**

#### WTVJ'S TOTAL\* COVERAGE

When buying South Florida's 372,200 TV homes and \$21½ billion retail sales, study WTVJ's total coverage. For only WTVJ delivers unduplicated network coverage throughout the entire South Florida market. Network program ming of all other Miami stations is duplicated in Palm Beach.

That's why WTVJ alone provides total coverage. And NCS #3 shows this stratling fact: Among all Florida stations, WTVJ is first in monthly and weekly coverage, and first in daytime and nighttime circulation, weekly and daily! Ask your PGW colonel for the compelling WTVJ story today!

Data from Television Magazine, Sept., 1958, and Sales Management's Survey of Buying Power, 1958

#### WALW LYTW



CHANNEL 4

Represented by: Peters, Griffin, Woodward, Inc.

\* Dictionary defines TOTAL as "whole, amount, complete, entire."





25 October 1958 · Vol. 12, No. 43

#### SPONSOR

#### THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### DIGEST OF ARTICLES

#### Why you can't buy one-minute tv spots

31 In many top tv markets, minute tv spots are just about sold out. Here's the story behind this surge to minutes, and why it will force tv prices up

#### Bosco premiums sell with tv

34 's the glitter off premiums? Not according to Bosco which recently drew over 250,000 returns on a self-liquidating record using only tv

#### Nunn Outlines Standard Oil's Radio/ty use

35 Wesley I. Nunn, advertising manager, Standard Oil Company (Indiana), explains media philosophy, and why his company uses both radio and tv

#### SPONSOR to report its 2nd big tv sales test

36 Parti-Day Toppings, through Darcy agency will provide week-by-week sales figures in six-month Wisconsin test, using daytime tv only

#### Radio sells gallons of gallons

37 Detroit paint dealer breaks with tradition. By using saturation radio to emphasize a cheerful store atmosphere, he sells a million gallons

#### The chemicals in television

38 On one side of the chemical coin are the P&G's and Colgate's, but on the other is a group of tv sponsors often promoting customers' customer

#### Farm radio and tv 1958

- 41 Key developments in advertising and programing on farm radio and tv are covered in SPONSOR's 7th annual section. Also included are a rundown on farm market and three pages of audience and market research
- 42 Farm stations and advertisers
- 44 The farm market
- 45 Farm audience and market basics

#### SPONSOR ASKS: How's color tv doing in your market?

66 As more stations program local colorcast to promote set sales, three active stations report how color is progressing in their respective markets

#### **FEATURES**

- 10 Commercial Commentary
- 69 Film-Scope
- 24 49th and Madison
- 70 Marketing Week
- 76 News & Idea Wrap-Up
  - 6 Newsmaker of the Week
- 76 Picture Wrap-Up
- 72 Sponsor Hears

- 17 Sponsor-Scope
- 88 Sponsor Speaks
- 74 Spot Buys
- 64 Telepulse
- 88 Ten-Second Spots
- 22 Timebuyers at Work
- 86 Tv and Radio Newsmakers
- 71 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

#### EDITORIAL DEPARTMENT

**Executive Editor** John E. McMillin

Managing Editor

Alvin W. Outcalt **News Editor** 

Non Roder

Special Projects Editor

Alfred J. Jaffe

Senior Editor

W. F. Miksch Associate Editor

Russ Carpenter

Midwest Editor (Chicago)

Gwen Smart

Film Editor Heyward Ehrlich

Assistant Editors

Jack Lindrup

Gloria Florowitz Pete Rankin

Contributing Editor

Joe Cside

Art Editor Maury Kurtz

Production Editor Horence B. Hamsher

**Editorial Assistant** 

Vikki Viskniskki

#### ADVERTISING DEPARTMENT Sales Manager

James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager

Roy Meachum

Production Manager

Jane E. Perry Sandra Lee Oncay, Asst.

Administrative Staff

Dorris Bowers George Becke

Laura Datre Priscilla Hoffman

Laura Oken Jessie Ritter

#### PROMOTION DEPARTMENT Jane Pinkerton, Manager

CIRCULATION DEPARTMENT Seymour Weber Harry B. Fleischman

Member of Business Publications Audit of Circulations Inc.

#### SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC.

combined with IV. Executive, Editorial, Circulatina and Advertising Offices: 40 E. 49th 51.

49th 6. Madzina New York 17, N. Tata
612 N. Michigan Ave. Phone: Superior 7-388.

612 N. Michigan Ave. Phone: Superior 7-388.

612 N. Michigan Ave. Phone: Superior 7-388.

7 Planing Office: 100 M louse, Similarior 11,

Md. Subscriptions: U.S. 53 a year. Canada and

fronting Offices copies 200. Printed in U.S.A.

7 Planing Office: copies 200. Printed in U.S.A.

N. Y. 17, N. Y. Mulray- Hill 8-2772. Published

2 Ad class matter on 20 January 1948. At the Bulli
2 Ad class matter on 20 January 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
2 Ad class matter on 20 January 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
1 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1948. At the Bulli
2 Planing Offices 2 Company 1 ©1958 Sponsor Publications Inc.

#### A SURE THING!

WHO-TV delivers solid coverage of 46 counties in strategic Central Iowa—a \$2 billion market!

This is the heart of America's leading agricultural market—where the average farm income is over \$11,300 or 78% above the national average! Yet, it is also a rapidly expanding industrial market. For example, Des Moines, the shopping center for all of Central Iowa, has more than 400 diversified industries with a payroll of \$100 million, an average family income of \$6000, and retail sales of \$343 million!

There are 392,700 TV families in this rich 46-county area—and you need *only* WHO-TV to cover them all!

The newest Metropolitan Des Moines ARB Survey (Feb. 8-March 7, 1958):

|           | FIRST PLAC       | E QUARTER          | HOURS               |                      |
|-----------|------------------|--------------------|---------------------|----------------------|
|           | NUMBER<br>1 Week | REPORTED<br>4 Week | PERCENTAG<br>1 Week | E OF TOTAL<br>4 Week |
| WHO-TV    | 256              | 232                | 54%                 | 49%                  |
| STATION K | 162              | 186                | 34%                 | 39%                  |
| STATION W | 47               | 51                 | 10%                 | 11%                  |
| TIES      | 8                | 4                  | 20/.                | 1 9/                 |

Talk to PGW for more about a sure thing in Iowa—WHO-TV!

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport



#### WHO-TV

Col. B. J. Palmer, President



P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager Peters, Griffin, Woodward, Inc., National Representatives



LATE TRENDEX RETURNS--OCT. 8-14, '58--SUNDAY THROUGH SATURDAY, NBC'S NIGHTTIME AUDIENCE 6% GREATER THAN THE SECOND NETWORK; 35% GREATER THAN THE THIRD NETWORK. ON NBC: 4 OF THE TOP 5 SHOWS; A PLURALITY OF THE TOP 10, OF THE TOP 15, OF

THE TOP 25. • TOTAL VIEWING UP. PEOPLE WATCHING MORE TV ON MORE SETS THAN EVER.

WITH FALL PROGRAM SCHEDULES IN FULL SWING, MORE OF THEM NOW WATCHING NBC.



### "The President cannot be disturbed!"

On November 9, 1916, Charles Evans Hughes retired believing he was President-elect of the United States. While he slept, late returns re-elected Woodrow Wilson. But early the next morning, a reporter seeking Mr. Hughes was told "the President" could not be disturbed.

"Well," responded the reporter, "when he wakes up, tell him he is no longer President."

In the first week of October 1958, on the basis of early Trendex returns in television's annual Fall audience "election," victory claims were being run up every flagpole on Madison Avenue. They stemmed from Trendex returns on little more than half of the season's new network schedules, and some of the claims would have done a precinct captain proud. (You can prove almost anything if you take 37/52nds or 47/65ths of a whole.)

Now the latest Trendex reports are in, covering nighttime television for the week of October 8-14. This is the first week in which all three networks reached virtually full program strength. It gives the first inkling that the tremendous audience switch which carried NBC into Number One competitive position last season is accelerating this season. By almost any criterion, taking the schedule as a whole, NBC commands audience supremacy.

Of course, this election will keep right on going all season, and it's far too soon for anyone to hoist a final victory flag. But it's not too soon for us to join Trendex in spotting a landslide victory for all television, and to congratulate our competitors for helping to win it. Thanks to the fresh excitement generated by the new Fall schedules on all networks, more Americans are spending more time watching more television than ever before.

TELEVISION NETWORK





### NEWSMAKER of the week

With the appointment of Edmund C. Bunker as CBS TV v.p. and general manager on network sales, CBS has taken another step toward solving this organization problem: how to loosen the top executive in the sales department for more administrative concentration, plus service to key clients.

The newsmaker: Joining Thomas H. Dawson as a sales executive on the v.p. level—both functioning under Bill Hylan, sales administrative v.p.—is Ed Bunker.

Significance of the move: As CBS TV has developed toward its present status of a \$200-million business, the problem of top management has become one of broadening the layer of sales executive authority so that the No. 1 man in the department (Hylan) can devote more time to these two functions:

1) Administration of the department in its broad ramifications.

2) Making outside sales calls and doing some elbow-rubbing with the uppermost echelons of client organizations—like presidents and board chairman—who pass on the huge investments that tv entail.

In other words, CBS TV Sales within itself has not only moved away from the complexion of a one-man band but assumed stature of a decision-making unit. Here's how that unit officially lines up.

Bunker will report to Dawson, v.p. in charge of network sales. At the top, department chief William H. Hylan carries the title of v.p. of sales administration, a secondary effect of Bunker's stripe is this: CBS TV Sales will now have a force "in depth" of three men at the very top.

There are other advantages in the Hylan-Dawson-Bunker combination. With a wider layer of top executives familiar with key negotiations, CBS TV Sales can be more mobile and more flexible to deal with present-day complexities of network selling. Also, the growth of network investments—where \$1 million clients are no longer unusual—dictates that there be organizational sales strength "in depth" to handle any kind of sales situations.

Affiliate relations v.p. in the past year, Bunker joined the network as account executive in 1949. He subsequently managed KNXT, Hollywood, for two years and WXIX, Milwaukee, from 1954 to 1957.

Previously he had been an account executive at ABC following three years (1945-48) as an executive of Avery-Knodel, radio station representatives. Before World War II service in the U. S. Navy air arm, he was regional sales manager for WIS, Columbia, program director and salesman at WCSC, Charleston, and an announcer and copywriter at WTOC, Savannah. He started his broadcasting career in 1934 while still an undergraduate at Charleston College.

In addition to working his way up from the ranks to reach top broadcasting echelons, Bunker, who was born in 1915 in Balboa, Panama Canal Zone, attended the law school of the University of South Carolina. He is married to the former Miss Katherine Gooding of Columbia, S. C. They have two daughters.

# NEWSMAKER STATION of the WEEK WING appoints EASTMAN

# WING

OVERALL FIRST IN DAYTON!

Hooper: September 1958

Largest growth in Pulse, too - Aug. 1958

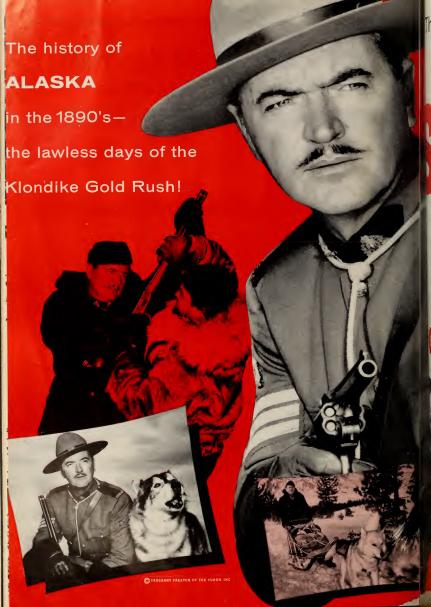




robert e. eastman & co., inc.

national representatives of radio station

For all the facts regarding the exciting new WING, talk to Dale Moudy, Gen. Mgr., or your Bob Eastman man. NEW YORK: 527 Madison Avenue New York 22, N. Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg—Room 1043 San Francisco, Cal. YUkon 2-9760



Three years on the CBS Television Network-<u>Now available</u> for the first time to local and regional sponsors!

# SERCEANT PRESIDENT OF the YUKON

Nine years of consecutive sponsorship on radio and television by The Quaker Oats Co.

# INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N.Y. PLaza 5-2100





#### TRADE AREA

WRBL-TV 25% or better weekly penetration in all 26 counties.\*

Station B 25% or better weekly penetration in only 9 of 26 counties

Local Newsp. 25% or better weekly penetration in but 5 of 26 counties

\* Plus an additional 12 counties for a 25% weekly penetration of 38 Counties

SOURCE: HAGSTROM TRADE AREA SURVEY





#### Commercial commentary

#### A little nostalgia for a change

Last Saturday, during the timeouts of the NCAA football Game of the Week over NBC TV, I caught glimpses of Red Barber doing a relaxed professional job for Gulf's No-Nox, and it took me back over the years to another game, another gasoline, in fact, a very different Red.



The time was 1939: The place: New York's Pennsylvania Hotel. The occasion: the intro-

duction to General Mills, Socony, and P&G of their new Brooklyn Dodger announcer.

That was the first year of big league baseball radio broadcasts in New York City (they were carried over WOR and WABC, now WCBS) and I think the credit for opening up the market belonged to Larry MacPhail. MacPhail had come sweeping out of the West, like Young Lockinvar and he insisted that the Dodgers get radio coverage. He brought with him his ace Cincinnati sportscaster, a trigger-taut, sandy-haired young man who obviously viewed the National Pastime with the passionate fervor of an infant Savanarola.

To demonstrate his art for us New York hicks, Red "recreated" the last few innings of Johnny Vandermeer's second successive nohitter and he did it with such nerve-wracking, dramatic intensity that he left us awed. At least, we felt certain that Wheaties' Breakfast of Champions, Mobilgas Power, and Ivory Purity were being placed in capable, if somewhat nervous hands. And they were, as we found that summer.

#### A kid announcer for Crisco

In setting up our broadcast plans that year, only one position had to be filled, the post of second man, or commercial announcer for the Yankee-Giant games (Arch MacDonald had the top spot) and I've always felt that General Mills threw it to P&G as a kind of bone.

General Mills was the big wheeler and dealer in sports, even more dominant than Gillette is now, and had arranged all the details of the New York package (as I remember it, the 154-game rights for the Yankee-Giants were \$100,000, and the Dodgers \$60,000).

Most of the rest of us knew little about baseball broadcasts, except the staggering audience figures we'd read in Hooper and CAB, and I remember feeling green and self-conscious in our meetings with General Mills. Anyhow, I know I was pretty flattered when my (and P&G's) recommendation for the Yankee-Giant second man was accepted. I described him as a kid announcer who had done good work for us in handling Crisco and Ivory commercials on P&G daytime serials.

His name? Mel Allen. That's how he began in professional sports. Mel's baseball job that year did give us some headaches, however. He was always arriving late for the rehearsals of a new nighttime show we were testing out on a limited network.

This program was the brain child of another P&G announcer, who was selling Ivory Soap for us on Life Can Be Beautiful (we called it LCBB or Elsie Beebe in the office) and Your Gospel Singer.

I doubt if many people today would recognize him by this de-

# KETV <u>Again</u> 1st in Omaha!

September, 1958, Metropolitan Omaha ARB\*
Proves KETV Consistently Delivers the Largest
Audience in the Most Quarter Hours When All
Three Omaha Stations Compete!

KETV . . . . . . 126

Station B . . . . . 941/2

Station C . . . . . 901/2

Now <u>Four</u> Consecutive ARB's Confirm KETV's Leadership in the Rich Omaha Market!

Contact your man for full minutes in KETV's Movie Masterpiece and Famous Feature
... Omaha's highest rated movies.

\*September, 1958, Metropolitan Omaha ARB is a secret week report not initiated by KETV.

Ben H. Cowdery, President Eugene S. Thomas, V. P. & Gen. Mgr.



ABC TELEVISION NETWORK

channel 7

OMAHA WORLD-HERALD STATION

# 10,000 POWERFUL WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE

2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND

RETAIL STORE SALES \$2,358,018

(NASSAU-SUFFOLK)

"PULSE" proves WHII HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna

#### Commercial commentary continued . .

scription but 20 years ago he was, in my opinion, the greatest announcer in radio, and I say this with all due respect to such stalwarts as Danny Seymour. Don Wilson, and Harry Von Zell.

He was so good in fact that P&G demanded that we bring him to Cincinnati for a year-end salesmeeting, where he staged a humorous "announcing contest" that panicked P&G's top brass and district managers.

Coming back on the train that night, we had a long and fateful talk in the club car. I was impressed by his performance and told him so. I also told him that he ought to have his own program, that it probably should follow a quiz-game-comedy pattern, and I urged him to come up with an idea.

He was back to see me within 10 days. His show was written, auditioned and sold (to P&G) within a few weeks. It achieved a 20 rating in less than six months after the first broadcast.

The program (Mel Allen as its first announcer) was Truth or Consequences. And—this is your life, Ralph Edwards.

#### What particular people prefer

In addition to Red and Mel and Ralph, there are other old P&G announcers who are still going strong and doing well, after 20 years and 20 billion words of commercial copy.

Ed Herlihy, a veteran 99 44/100 per-center, is now pleasantly persuading me to stuff myself with more of that Kraft Velveeta, Kraft Cracker Barrel, and Kraft Old English than 1 (or Ed himself, for that matter) should ever attempt, in view of our weight problems. Nelson Case is still selling Ivory, plus other high-rated products.

I saw Nelson the other night doing Parliament's "No filter feed back" bit, and inevitably it reminded me of our old days together with Dorothy Thompson and Pall Mall.

Few people, I suspect, remember that when Pall Mall was reintroduced to the American public in the late 30's, it had no bright red package, no extra length to "travel the smoke." It was not even called, in today's lingo, "Pell Mell." The official pronunciation then was "Pawl Mawl" and our theme "Particular People prefer (Pawl Mawl)" was treated semi-humorously. We rang all the changes on the letter P—"prompt postmen prefer Pall Mall, pretty Penelopes prefer Pall Mall, prudent psychiatrists prefer Pall Mall, etc." Our commercials sounded like modern jingles without music and, if I do say so, were prefix cute.

Pall Mall's first radio show was built around Dorothy Thompson, the distinguished columnist and commentator who was then married to Sinclair Lewis. Lewis, despite his lofty literary fame, was the homeliest and funniest man I ever met. And he and Nelson Case conspired to give me my Most Embarassing Moment in radio.

I was an earnest, serious-minded young agency man in those days and, before one of our shows, I strode solemnly into the control room, punched down the talk-back button, and said in my sternest, most executive voice, "All right, Nelson, let's run through the commercials."

What I didn't know was that on that particular evening, a Nobelprize-winning novelist had rewritten the Pall Mall announcement. Case, with a perfectly straight face, read off the copy which Lewis had handed him—

"Pimply prostitutes prefer Pall Mall. Prurient pimps prefer Pall Mall. Pustulent Pansies prefer Pall Mall. . . ."

It never got on the air, of course. But do you wonder that agency men develop ulcers?

Your Salesman on Sight in the Southeast's Biggest Rich Market
WHERE RETAIL SALES TOTAL \$3,078,943,000



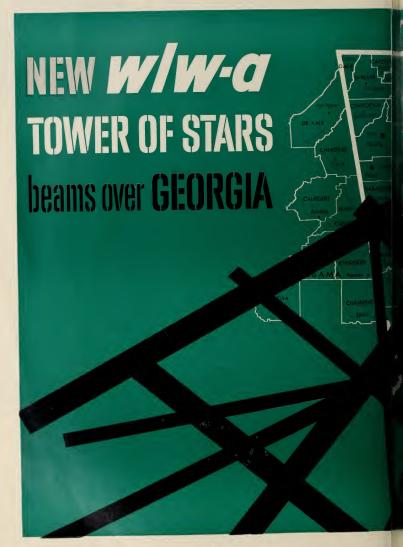
# WINSTON-SALEM

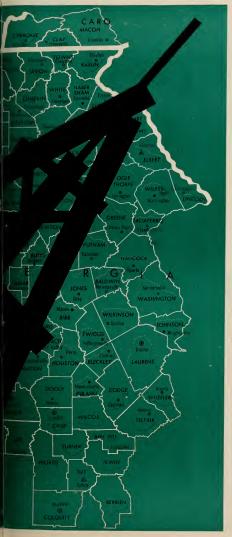
Put your salesman in a market where sales are popping at the retail level to the tune of more than 3 billion dollars . . . the 75-county WSJS market.



Winston-Salem Greensboro High Point

Call Headley-Reed





### sweeping new coverage

#### reaching

68 % of Georgia population-2,868,000 people

(2/3 of a million increase)

—in 117 Counties

(a 43 County increase)

70% of Georgia income—\$3,733,849,000 70% of Georgia retail sales—\$2,681,646,000

delivering the greatest possible advertising returns—anywhere anytime!

The revolutionary new WLW-A Tower of Stars has changed the entire television picture in Atlanta, in Georgia, in the whole South. It's the first "traveling wave" transmitting Tower of its kind east of the Mississippi and the second in the whole Country!

With this tremendous new power Tower, WLW-A will now reach over Georgia with all the star ABC programs for the greatest entertainment lineup, widest coverage, and sharpest TV picture ever!

#### So get your products on WLW-A . . . NOW!

Call the WLW TV Representative in your city. You'll be glad you did!



#### channel 11 Atlanta

one of the 6 famous WLW stations

Sales Offices: New York, Cincinnati, Chicago, Cleveland
Sales Representatives: NBC Spot Sales—Detroit + Tracy Moore & Associates—
Los Angeles, San Francisco - Bomar Lowrance & Associates, Inc.—Atlanta,
Dallas.......Crosley Broadcasting Corporation, a division of

OUTSTANDING

Every fall, football rivalry is foremost in its appeal to American sports enthusiasts. Equally outstanding in its field is WGAL-TV's unique multi-city coverage which costs you less by far than single-city coverage. Pioneer Channel 8 station WGAL-TV is first with viewers in Lancaster, Harrisburg, York, as well as in numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin.

\$6 2/3 billion annual income \$3 3/4 billion retail sales 942,661 TV sets

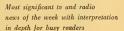
# WGAL-TV

CHANNEL 8-Lancaster, Pa.
NBC and CBS

STEINMAN STATION - Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco





#### SPONSOR-SCOPE

25 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Colgate's household products media department was accused by reps this week of trying to use its buying weight to pressure tv stations into adopting an annual dollar volume discount over and above the lowest rates for package plans.

What touched off the resentment, say the reps, was the impression they got from Street & Finney that stations refusing to accept the volume idea automatically would be crossed off the eligibility for the forthcoming campaign on Genie (a Lestoil competitor).

Four weeks ago the same Colgate department stirred reps into protesting against a reputed plan for buying only on the basis of rating points.

The spot plans for Genie: Start the campaigning on the West Coast and gradually work eastward into Lestoil and Texize markets.

Background note on station discounts: Some tv stations allow for such a special annual discount atop the package rate; but it's not the usual thing.

.

ASCAP's new contract with radio, effective 1 January, will likely run for five years. Negotiations with broadcasters are about to start.

The performing rights society plans to ask for the rates now prevailing:  $2\frac{1}{4}\%$  on station business and  $2\frac{3}{4}\%$  on net network billings.

ASCAP's income (\$28 million for 1958) comes about 75% from air media.



Don't expect the major distillers to take a hasty advantage of the breach made by several radio stations in the long-standing taboo against hard liquor.

A check by SPONSOR-SCOPE among the big distillers this week indicates that they're still holding fast to their credo that public opinion is not prepared to accept hard liquor advertising in the home via radio or tv.

Defying NAB policy, WCRB, Waltham, Mass., already has a hard liquor account (Nuyens Vodka); and WOMT, Manitowoc, Wisc., has put itself on ratecard record as soliciting that class of advertising.

Other stations-a couple located in Texas-are taking liquor store business.

NAB's Harold Fellows last week heaped scorn on those who stray from the fold, but did not indicate what action the association proposes to take.



A few months back quite a few crystal-ballers were hanging crepe on tv prospects for the fall.

Contrary to their gloom, here's a summary of how business stacks up for the medium as a whole as compared to a year ago:

NETWORKS: Gross billings should run about 15% abead, due in part to lineup expansions and ABC TV's advent as a third daytime competitor. Collectively, the three networks are slightly ahead on sponsored hours sold. With ABC TV it's 24 hours per week, compared to 19 last October; NBC TV, 48 hours vs. 47½ hours; and with CBS TV, 53½ hours vs. 58 hours. Prime time comparison: ABC, up 3 hours; NBC, down 1 hour; CBS, down 2 hours.

NATIONAL SPOT: The biggest October for new business in history, and what looks like a record last quarter. This estimate is based on a check made by SPONSOR-SCOPE among a cross-section of station reps.

Commentary: What apparently confounded the soothsayers was the unprecedented lateness in network buying plus the terrific strength of daytime.

The top news development of the week on Madison Avenue was Sigmund Lamon's yielding of the Y&R presidency to George H. Gribbin, senior v.p. in charge of conv.

Former Larmon associates are puzzled by the significance of this move, since his **reten**tion of the chairmanship and status as chief executive officer doesn't indicate how much power and authority he will be giving up.

Other circles see the move as a preliminary step toward his retirement. Larmon, rated as one of the shrewest administrators and businessmen in the field, is 68 years old.

Another noteworthy angle: It's the first time in 23 years that a creative man has filled the presidency (the previous one was Raymond Rubicam himself).

Brown & Williamson has become a contender in the triple-spotting controversy by demanding that stations run only LD.'s after the B&W 20-second commercials.

Though Bates, which promulgated the ultimatum at the client's request, won't know for successful to the second of October, there are indications it will find a number of stations taking a stiffened position along these lines:

- 1) When the B&W orders were confirmed, this stipulation was not included; hence it is not incumbent on the station to do other than honor the original order.
- If the station has to abide by the restriction, B&W may not always get the choicest spots—especially in what has become a very tight market (see page 31).

The A&P chain may go down in the books as the shortest-lived tv network advertiser: It was on the NTA network only two weeks.

The contract had been for 52 weeks, but with stiff conditions on market and time clearances.

Paris & Peart said A&P's plans for tv now were up in the air.

Major ad agencies find themselves stymied by a lack of information about ty set ownership and viewing habits among Negroes.

For instance: Esty would like data for regions where this racial group is prominent so that it can determine whether commercials should be particularly angled; JWT meantime wants Negro audience breakdowns for clients who are figuring on this angle in their 1959 planning.

Another agency on the alert for this type of market information is Y&R.

Some tv station managers in the Southwest think that Lever might be more diplomatic in coordinating its local exploitation of Stripe toothpaste with its timebuying.

The nub of their complaint: After stations have exposed a Stripe clown several times on their broadcasts for free, they're chagrined at learning that a schedule for the product was placed on a competitive station.

They see it as a lack of communication between the local Lever people and the home office's sales manager or media department.

Credit this trend to the growing decentralization of media strategy influence: More and more stations are becoming instrumental in organizing manufacturers' representatives into their own regional groups.

The objective: So that such distributors can exercise more control over the ad allocations in their territories.

Several recent cases where station managers nudged such groups into existence are Fargo, N. D., and Omaha. In one of these towns the manager is serving as a temporary secretary-treasurer.

This development recalls what has become a bitter plaint among agencies: Local drug and grocery chains are stepping up their demand for control over local media money via co-op (in part because such money has become a routine source of profits). It is no secret in the grocery business that a chain rarely uses up its reservoir of co-op contributions.



The tv networks continually get feelers about the acceptance of certain cancellation clauses, but NBC TV sales put this one, posed last week, in a class by itself:

Would the network agree to let the client cancel on two weeks' notice if the first Trendex didn't show a stipulated rating?

Texaco (via Cunningham & Walsh) will do three one-hour specials next year instead of taking on the sponsorship of CBS TV's Man of the Hour (Friars' Club).

Other Texaco air media plans: A flight into spot radio this winter; the Cotton Bowl game (CBS TV); and the Metropolitan Opera Saturday broadcasts (CBS Radio).

J. Walter Thompson was shopping among the tv networks this week for sizable pieces of available time, with starting dates after the first of the year.

One of the clients involved is headquartered in Chicago; the other is in New York. Both are in the grocery line. The addition of these billings would put JWT in the vicinity of the \$120-million-bracket in tv.

Elgin Watch is putting up about \$600,000 for pre-Christmas participations in six network shows starting 25 November.

J. Walter Thompson, Chicago, which made the buys, estimates they will add up to about 250, million viewer impressions. The shows are Perry Como, Wagon Train, Playhouse 90, Cheyenne, Sugarfoot, and Perry Mason.

Marketing note: 75-80% of Elgin's wares are sold during the holiday gift season.

Pat Weaver's Mad Show apparently has proved too revolutionary a concept for the business at this time. So ABC TV has given up trying to sell the series.

The program would have limited announcements to 20 seconds. Weaver declined to make 'em minutes on the grounds that they wouldn't fit in with the show.

Incidentally, whenever Weaver appeared at an agency to participate in a pitch, he got a turnout of as many as 40 people, indicating he still has a huge reservoir of goodwill going for him in the agency field.

How much does an advertiser improve his cost efficiency by increasing his lineup of stations on a tv network?

A clue to the answer might be detected in this case involving the sponsors of the Red Skelton show:

| LINEUP       | TIME & TALENT COST | % ALL TV HOMES | INCREASED RATING* |
|--------------|--------------------|----------------|-------------------|
| 95 stations  | \$ 98,000          | 92%            |                   |
| 155 stations | 100 000*           | 0601           | 1907              |

\*Difference in cost is 10.2%. \*\*Per average minute.

Note: The point made here is that while you can cover approximately the same number of sets with fewer stations if there's enough overlap, you are assured of a much bigger audience and a better cost efficiency by expanding the station list. You'll have more "home town" stations.

Symptoms of the times: The anodynes—like headache remedies and cigarettes—are riding higher than ever in sales, profits, and advertising.

Two examples of this popped up dramatically during the past week:

- 1) Anacin was the No. 1 brand in tv network billings for August with a gross of close to \$700,000. It's the first time that type of product has held top position since LNA-BAR started breaking billings down by brands.
- 2) P. Lorillard for the quarter ending 30 September showed an increase of 52% in sales and 112% in net income as compared to the like period of 1957. The figures for the first nine months: sales, up 85%; net income, up 333%.

Marketing note: Aside from the fact that consumption itself keeps going up, zooming profits for the cigarette industry can be attributed to such factors as (1) stabilized prices, and (2) less and cheaper tobacco can be used in filter brands.



Hadacol turned up on Madison Avenue again this week via the efforts of a barter-specializing agency to get the product into tv by the tradeout route.

Incidentally, more and more stations are shying away from barter deals because they're glutted with such products.

The latter also face stiff competition from regional advertisers who offer stations hard cash—but with the request that the station dispose of the syndicated show's alternate week to spot announcement buyers. Most of these film properties are solid raters,

Cases in point are DX Sunray and N. Y. Confidential, Conoco and Whirlybirds, Budweiser and U. S. Marshal, Nabisco and Sky King. The one proviso they make is that they get a cross-plug in the minor week.

The importance of tv often is responsible for the slow rate with which the national manufacturer proceeds nowadays in making the final decision on a new premotion.

promotion.

Before the manufacturer can pass on the various elements of his program, he must first settle on his key tv show. Until this spearhead is thoroughly honed up, everything

must wait—including other media and the co-op budget.

The effect on deep, verticle planning: It has to be started about twice as early as before tv's emergence as the promotional backbone.

NBC Radio widened its share of time sponsored during a typical week this month. The tally as measured by NBC Corporate Planning:

| Network | Total Sponsored Hours | Share  |
|---------|-----------------------|--------|
| NBC     | 36 hrs., 34 mins.     | 45.0%  |
| CBS     | 25 hrs., 21 mins.     | 31.2%  |
| ABC     | 14 hrs., 5 mins.      | 17.4%  |
| MBS     | 5 hrs., 20 mins.      | 6.4%   |
| Total   | 81 hrs., 20 mins.     | 100.0% |

Even though the competition was limited to occasional games from St. Louis and Philadelphia, viewing of the N. Y. Yankee games was off 16%.

Nevertheless Ballentine, which co-sponsors the games with Camel, still considers the games an exceptionally good buy in terms of the number of beer drinkers delivered per dollar.

The ratings summary for this season as compared to other years:

| Time of Telecast    | 1956 Avg. | 1957 Avg. | 1958 Avg |
|---------------------|-----------|-----------|----------|
| Week-end day games  | 7.3       | 7.1       | 5.6      |
| Week-day day games  | 3,9       | 4.0       | 3.1      |
| Average night games | 6.2       | 4.9       | 5.5      |
| Home night games    | 7.2       | 7.2       | 6.3      |
| Seasonal rating     | 5.9       | 5.7       | 4.8      |

History may yet repeat itself in Chicago: The city's fm stations are planning a unified sales and general promotion with the idea of building Chicago into the fm capital of the country.

The kick-off meeting to discuss ways and means is this week, with agencies asked to participate.

Meantime fm keeps rolling along in Chicago, particularly as a "class" medium, as attested by these latest buys: 1) Northwest Orient (Campbell-Mithun), using a schedule on WBBM-FM, on the theory that "fm listeners are businessmen who fly," and 2) Carson Piric Scott, a department store always strong in print and weak in air, turning to fm for a pre-Christmas sales push as well as aid for recruiting part-time help.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 74; News and Idea Wrap-Up, page 76; Washington Week, page 71; SPONSOR Hears, page 72; Tv and Radio Newsmakers, page 86; and Film-Scope, page 69.





"F" follows Fads

You can see at a glance.

The newer they are, The deeper his trance.

If you're selling Hula Hoops or Propeller Beanies, KHJ Radio, Los Angeles, isn't for you. You want a station which programs for Fad Followers. To keep them interested one has continually to invent some new novelty. In broadcasting, the unfortunate result is a constant change in format.

While the programs have changed, KHJ Radio's objective has remained the same for more than 36 years: to produce results for our advertisers by appealing to stable, mature, buying adults. KHJ's "Foreground Sound" delivers audiences which extend the same loyal attention to both program and commercial.

Never underestimate the variety of tastes that make up America's 2nd market. Here is a medium programmed to satisfy them all (except Fad Followers).



22



## Timebuyers at work

Helene Sellery, media supervisor, Stromberger, LaVene & McKenzie, Los Angeles, feels that while everyone talks about the lack of creativity in buying and selling, no one does anything about it. "Buyer creativity takes place first in the planning and presentation of media strategy, based on a thorough knowledge of each account.

Without adequate knowledge a buyer cannot be creative and, in turn, if the buyer doesn't keep the reps informed on market factors and media requirements, the reps cannot function creatively. Only when the reps know the problems involved can they provide pertinent market data. "Helene feels that the reps could help the buyers become more creative by giving each buyer an objective evaluation of his buys, good or bad." Since



reps deal with all types of buyers and accounts, they are frequently the only ones in a position to evaluate. Unfortunately, what could be constructive criticism becomes just the opposite when it is discussed in other circles and not with the buyer." Helene thinks that this kind of mutual effort would produce more creativity.

Eugene J. Grealish, Bryan Houston, Inc., New York, all mediabuyer, says that frequency alone is not the answer to spot advertising. "The product itself and the over-all marketing plan are the main determinants of frequency of exposure in spot tv advertising. High frequency in itself does not necessarily spell out sales success, but



low frequency can and often does. There is a relation between turnover of a product on the retailers shelves and the rate of frequency necessary to do a good selling job. An item with a fairly rapid rate of turnover must be advertised again and again in order to catch the customer just before he buys or when he's deciding on a choice of products. On the other hand, a product with a low turnover rate can be advertised successfully over

a long period of time without the waste of high frequency." Gene feels that the all-media buying system, used at Bryan Houston, gives each buyer more latitude in matching media strategy to the client's marketing plan, encourages greater familiarity with product and marketing and develops the most efficient buying approach.

# MERCHANDISING MUSCLE

# makes us your strong right arm in the rich Richmond area

- 1 IN-STORE FOOD DISPLAYS
- IN-STORE DRUG DISPLAYS
- 3 IN-STORE FOOD DEMONSTRATIONS, SAMPLING, COUPONING
- STORE WINDOW DISPLAYS
- 5 BARGAIN BAR PROMOTIONS

- 6 COMMUNITY CLUB AWARDS
- 7 MAILINGS TO RETAILERS
- 8 PERSONAL CALLS ON JOBBERS, WHOLESALERS, RETAILERS
- 9 REPORTS TO FOOD ADVERTISERS
- 10 PROMOTIONAL SPOTS
- NEWSPAPER ADS

# WXEX-TV

Tom Tinsley, President

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington; Clarke Browne Co. in
Dallas, Houston, Denver, Atlanta, Miami, New Orleans; McGavren-Quinn in Chicago, Detroit and West Coast



Custom designed to serve as a PUBLIC SERVICE UNIT, "BIG MIKE, JR." is the newest addition to the K-NUZ family of "BIG MIKE" mobile units... Houston's largest and best equipped news fleet! "Big Mike, Jr."—a small, compact Vespa vehicle—boasts a Hi-Fi PA system, a turntable, 3 microphone inputs, and receiver. Available for civic affairs free of charge... and commercial promotions at a minimum cost!

FIRST IN PUBLIC SERVICE—FIRST in POPULARITY with the ADULT" HOUSTON AUDIENCE—K-NUZ DELIVERS THE LARGEST PURCHASING POWER" OR ADULT SPEND-ABLE INCOME AUDIENCE IN THE HOUSTON MARKET!



\*Special Pulse Survey (Apr.-May, 1958) Nielsen (June, 1958)

> STILL THE LOWEST COST PER THOUSAND BUY



National Reps.:

Forjoe & Co .-

New York • Chicago
Los Angeles • San Francisco
Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO.
Dallas • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581



# 49th and Madison

Set count correction

Re national tv set count in 13 September SPONSOR, Erie County, Pennsylvania is listed for only 32,890 tv households with total homes of 69,800 and 92 percent tv households, Quick arithmetic shows correct figure should be 64,210 tv households in Erie County, Pennsylvania . . "the nation's Number One Test Market."

Knowing your commendable penchant for accuracy, always, I felt you'd be interested in this correction.

> Paul Whittingham business development dir., WICU-TV, Erie

#### International readership

1. In December, 1957, the Hongkong Government granted me an exclusive commercial radio broadcasting license.

2. I note with interest in your August 9th issue, that Muzak is entering into the radio programing business, and shall be grateful if you will be kind enough to give me the name and address of Mr. Edward Hochhauser, Jr., so that we can get in touch with him direct, or forward the copy of this letter to him on our behalf.

Ceorge Ho managing director, Goddard & Co., Ltd. Hengkong

Even though there may be some unrest in other parts of this area, Iran has taken a long step forward in the inauguration of commercial television.

We started on the air last night with His Majesty, The Shah, and will be going strong from now on.

I have been here about a year getting the station ready. This has been a most fascinating experience learning the customs of the people, some of the language, and the procedure of getting things done.

The idea of commercial sponsorship is so new that even the "Advertising Agencies" out here are just beginning te grasp it. However, working out a commercial scale, as well as programs, operations, and even helping to build the building has given me a deep um-

(Please turn to page 27)

To sell Indiana. you need both the 2nd and 3rd ranking markets. NOW ONE BUY delivers both -

AT A 10% SAVINGS!

#### YOU NEED TWO GUNS in Indiana!

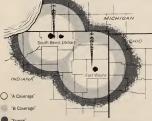


Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets-Fort Wayne and South Bend - Elkhart - with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homesa bigger target than T.A.'s 43rd market!\* Over 1,688,000 total population-more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly \$3 Billionand it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.

call your H-R man now!













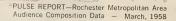






If you want to bag the folks who can buy in the rich Rochester territory, keep your sales message on the track of the ADULT audience, the folks who tune to station WHEC!

AUDIENCE .









REPRESENTATIVES: EVERETT MCKINNEY, INC.
NEW YORK . CHICAGO . LOS ANGELES . SAN FRANCISCO

OF WHEC Listeners are

ADULTS



Look beyond the

#### BIG RATINGS

because

big ratings do not necessarily produce an audience with large purchasing power.

WORL'S "950 Club" programming is directed first and foremost to an Adult Audience — with stress on music of the past, as well as music of the present and future!!!

Statistics show that adult women spend 80% of the consumer dollar and influence up to 91% of the buying!

#### WORL'S

AVERAGE: 88% ADULTS
(PULSE, DAYTIME HOURS)

THEREFORE YOUR BEST BUY
IS
Boston's "950" CLUB Station



#### 49th & MADISON

(Cont'd from page 24)

derstanding of these people and how to work with them.

The pro-Americanism in Iran is one of the pleasures of this job. This country is economically stable. The American businessman will learn more and more about the opportunities for investment in Iran.

A. Vance Hallack station manager Television of Iran Tehran

We are now trying to get the following information for our reference. Please let us know the page and the date of issue these reports are included:

 Reports on the radio campaign made by such public utilities as electric supply company, gas supply company, water supply company and telephone service company. Detailed reports such as success stories are preferred.

Statistical analysis showing status of sponsorship of public utilities.

Copies since 1956 are preserved here.

Hisashi Kawakatsu JOKR & JOKR-TV Radio Tokyo, Inc.

SPONSOR is delighted to hear from its worldwide readership. Answers are farwarded to Messrs. He and Kawakatan and best wishes to Mr. Hallack.

#### Dove printed out

In the September 27th issue of your magazine, you had a highly interesting article entitled, "Soaps Washing Out Print For More Air."

Included in this article was a section devoted to "What Soap's Big Three Mean To The Top Ad Agencies."

This listing of the soap brands of Lever Brothers, Procter & Gamble and Colgate by the agencies that handle them excluded Lever's Dove Toilet Bar, one of OBM's most valued accounts. This is rather startling, in view of the fact that the introduction of Dove during the past two years has been one of the really great successes in the business.

And with all due respect to "the top advertising agencies" on your list. I think we can make a fairly good case for OBM on that score.

James J. McKaffrey, senior vice president

Ogilvy, Benson & Mather Inc.

• SPONSOR apologizes for the wholly unintentional omission, agrees that OBM is a top agency, as its recent award for Telley Tea radio commercials (SPONSOR 4 Oct.) clearly indicates.



KFWB's News Department is on the 66 times every day with scheduled news, sports, weather reports

Every item is re-written in colorful COLOR RADIO style

News on COLOR RADIO is instant . . it's electronic . . . it's an important part of KFWB's rocketing ratings in the Los Angeles market

Buy KFWB News . . . first in Los Angeles



ROBERT M. PURCELL, Pres. and Gen. Mgr. - MILTON N. KLEIN, Sales Mgr Represented nationally by JOHN BLAIR & CO.



Talk abou

\*Source: Trendex, October 1958 vs. October 1957; all sponsored evening programs (excluding news and religious programming) for the prime evening hours - 7:30-1/30 P.M. Important: these figures are from the latest (and only) official Trendex reports available to the television industry . . . and not from a special study prepared for any specific network.



#### **COMPARATIVE RATINGS\***

All Sponsored Evening Programs, 7:30 - 10:30 P.M.



Look at the bar graph (above). It represents the Trendex ratings for the first week of the new TV season. The bar graph for share-of-audience tells just about the same story: ABC up from 23.4 to 31.7—an increase of 35%, as compared to an increase of only 6% for CBS and a drop of 13% for NBC.

No matter how you break it down, ABC-TV's early-season gains have been resounding. The season, of course, has just started. But even at this stage, it is rewarding to witness the mounting competitive strength of

**ABC TELEVISION** 



#### 25 OCTOBER 1958

#### Why you can't buy minute tv spots

- ✓ In many of the top 20 markets, minute spots are sold out

A new sign is going up in station after station in the country's top television markets: "tv minute spots: SRO."

Never in the short, happy history of television has spot seen such a booming season. And—as the chart at the right shows—never has the supply of minutes been smaller and the demand greater. In many of the top 1v markets, particularly in the top 20, advertisers are standing in line for a schedule of minutes.

A sponsor survey of advertisers, agencies, reps and stations in Chicago and New York has turned up these facts:

- Many a rep is on the verge of ulcers trying to cope with mounting requests for minute availabilities. Says one Chicago agency media head: "Tve seen some rugged buying seasons, but Tve never seen buyers press the panic button as they are this year."
- The squeeze for minutes is spilling over into 20-second spots, which
  also are rapidly becoming unavailable
  in many markets. More than a few
  timebuyers admit they are forced to
  "settle" for 20's, even when they insist
  that only a minute can convey their
  commercial message adequately.

The big question, of course, is why. Why the sudden rush for minutes by so many advertisers? Question No. 2, of course, is: How will the situation resolve itself?

Apparently there is no one single reason for the minute spot spree. Ac-

#### THE DEARTH IN THE TOP 20 MARKETS

The tabulation below shows the general availabilities picture for minute to spots in the top 20 tv markets, compiled from reports by reps and stations in these markets. In each case, the description refers to availabilities in the majority of stations in the market, not necessarily to every station in the market.

| RANK | TV MARKET        | DAYTIME                              | NIGHTTIME                              |  |  |
|------|------------------|--------------------------------------|--|--|--|
| 1    | New York         | Very tight on almost<br>all stations | Virtually unavailable on most stations |  |  |
| 2    | Los Angeles      | Tight to very tight                  | Some stations sold out                 |  |  |
| 3    | Chicago          | Very tight                           | Almost unavailable                     |  |  |
| 4    | Philadelphia     | Extremely tight                      | Virtually unavailable                  |  |  |
| 5    | Detroit          | Some availabilities                  | Some availabilities                    |  |  |
| 6    | Boston           | Extremely tight                      | Very tight                             |  |  |
| 7    | San Francisco    | Tight                                | Extremely tight                        |  |  |
| 8    | Pittsburgh       | Available to very tight              | Some sellouts                          |  |  |
| 9    | St. Louis        | Tight                                | Reasonably tight                       |  |  |
| 10   | Washington       | Almost sold out                      | Extremely tight                        |  |  |
| 11   | Cleveland        | Generally tight                      | Generally available                    |  |  |
| 12   | Baltimore        | Reasonably tight                     | Reasonably available                   |  |  |
| 13   | MinnSt. Paul     | Some sellouts                        | Tight                                  |  |  |
| 14   | Dallas-Ft. Worth | Very tight                           | Quite tight                            |  |  |
| 15   | Buffalo          | Virtually sold out                   | Virtually sold out                     |  |  |
| 16   | Seattle-Tacoma   | Tight                                | Generally available                    |  |  |
| 17   | Kansas City      | Very tight                           | Quite tight                            |  |  |
| 18   | Houston          | Generally available                  | Getting tight fast                     |  |  |
| 19   | Cincinnati       | Tight                                | Readily available                      |  |  |
| 20   | Milwaukee        | Tight                                | Getting tighter                        |  |  |
|      |                  |                                      |  |  |  |

#### THE MINUTE VS. THE 20 SEC.: PRICE



Since television's earliest days, the price of a minute spot always has been about the same as the price of 20 seconds. Despite the fact that advertiser preference, which was once overwhelmingly for the 20, is now overwhelmingly for the minute, the pricing situation has remained pretty much as it was before the swing to the 20.

To show the price relationship between a minute cnd a 20. SPONSOR has chosen 15 stations at random in 15 markets around the U.S. In each case, the price represents the one-time rate for Class A time, excluding any package plans or discounts, except where they are indicated.

| CITY              | STATION | MIN.  | 20 SEC. |
|-------------------|---------|-------|---------|
| Boston            | WNAC-TV | \$380 | \$340   |
| Clicago           | WGN-TV  | 8450  | 3450    |
| Columbus          | WBNS-TV | 8150  | \$150   |
| Dallas            | WFAA-TV | \$220 | \$180   |
| Denver            | KLZ-TV  | \$200 | \$200   |
| Los Angeles       | KHJ-TV  | 8400  | \$350   |
| Miami*            | WTVJ    | \$165 | \$165   |
| MinnSt. Paul      | KSTP-TV | 8250  | \$250   |
| New Orleans       | WWL-TV  | \$150 | \$150   |
| New York          | WABC-TV | 8800  | 8800    |
| Salt Lake City    | KTVT    | \$140 | \$140   |
| San Francisco     | KPIX    | \$550 | \$550   |
| Seattle           | KING-TV | \$200 | \$200   |
| St. Louis         | KSD-TV  | \$200 | \$200   |
| Washington, D. C. | WMAL-TV | \$240 | 8240    |

\*Class B time

cording to time buyers and reps, these are at least six underlying causes.

First, this fall has brought a stream of new spot tv advertisers—in fact, the stream has swelled into a flood. TvB points out that many advertisers, seeking to avoid long-term commitments in other media, are pouring their dollars into spot tv. And as Lloyd Griffin of Peters. Griffin. Woodward puts it, "Spot tv has never seen so many advertisers with so many products and brands. The demand is far greater than ever before."

Second, more advertisers have convinced themselves that it takes a full 60 seconds to get enough copy points across for a sales message to register properly. As the timebuyer for one cigarette account told sponson, "When you're trying to persuade the viewer that your brand is better, you need at least a minute to say anything significant." And since the price of a minute to spot is identical to a 20-second spot on the vast majority of tv stations, it seems uneconomical to most advertisers to pay the same price for one-third the time.

Third, advertisers have gradually

become accustomed to minute commercial segments, especially since networks have begun selling minute participations on daytime network shows. The same one-minute spot, used as a participation commercial in the morning, can be dropped into a nighttime slot with no trouble. Moreover Art Elliott, eastern v.p. of CBS Spot Sales, points out that many advertisers worry that a 20-second spot can easily get lost in the shuffle when it gets mixed in with heavy minute participants in daytime.

Fourth, the big boom in daytime network television, along with ABC TV's emergence as a major daytime force, has reduced the number of daytime spot carriers. (Actually, say many reps, this ultimately will increase the availability of minutes since many stations will be on the air for longer hours. But for the moment, the growth of daytime net tv is proving a major force in the reduction of minute availabilities.)

One rep estimates that a total of 140-minute positions were absorbed by ABC's daytime programing alone. Says he: "The ABC stations have programed this fall strictly for the network, from sign-on time until Bandstand. This has meant a total of 3½ hours of daytime programing for the network, or a total of 140 minute availabilities gone for local spots."

Fifth, many reps maintain that NTA's four syndicated shows, sold as block programs on the NTA network, are absorbing time formerly used by one-mintue participators.

Sixth, and last, political campaigns this fall are eating up many of the minute availabilities on local stations, and will continue to do so right up to election time.

This scarcity of minutes has caused no little constantaion among reps and stations. Here are just a few of the sidelight developments:

 In many cases, reps are putting strong pressure on agencies and advertisers for their intentions to renew. CBS Spot Sales' Elliot says that his sale-men insist on at least two-week notice of intention to renew, and in many cases are asking for information on plans a month in advance. The reason: Many of CBS Spot Sales contracts are contingent upon non-renewal by

#### THE MINUTE VS. THE 20 SEC.: EFFECTIVENESS





Price-wise, the minute tv spot is identical to the 20-second spot on just about every tv station. But what about the relative effectiveness on the viewer?

Some recent research by Schwerin Research Corp. provides an interesting clue. After studying some 0,000 commercials, Schwerin notes that though 60's and 20's vary in performance, some 20's prove as effective as 60's.

To illustrate how relative effectiveness varies, here are results of a Schwerin study of two campaigns for the same drug products. A total of 20 drug commercials were tested; the effectiveness indices are based on 100 equaling the average preference for all commercials.

|          |   | Minute | 20 Šec. |
|----------|---|--------|---------|
| Campaign | A | 161    | 71      |
| Campaign | B | 132    | 35      |

Campaign A was based on an animated jingle approach, and the average 20-second commercial proved roughly 45% as effective as the minute commercial. Campaign B, basically live-action, had a much greater drop-off, the 20-second commercials as a group having only about 25% the effectiveness of the 60's.

- As far as remembrance is concerned, Schwerin has recapitulated data from about 80 commercials, matching 20's against minutes for the same brands, and has reached these over-all conclusions:
- 1) There was only about a 2% difference in recall of the brand name shortly after viewing.
- There was about 12½% lower recall of some sales points from the 20's.
- There was about a 25% loss in total sales points remembered.

current advertisers, and CBS wants to know as soon as possible when the minutes are going to open up.

- The shortage of minutes has created a whole new sales strategy on many stations. The station sells a schedule of unspecified minutes to an advertiser who buys on speculation, at a lower-than-rate-card price. Then if a certain adjacency included in that "spec" schedule suddenly gets "hot"—let's say the show before it suddenly jumps in ratings—the advertiser must pay rate card price to keep the spot, or lose it to another advertiser who puts in a full ratecard bid first.
- Agencies, in many cases, are readjusting media recommendations to
  fit availabilities. One timebuyer reported that after weeks of effort to sell
  a client on a schedule of minute tv
  spots, the ac. had to go back and do
  a whole new selling job on 20's—because that's all the buyer could get in
  the desired markets.
- Some advertisers—consistent users of minute tv spots—are experimenting with ways to get the same effect with different time segments, such as ID's, 20's, and even 30's. Some are making

20-second liftouts from their minute filmed commercials and placing them where 20's are available.

Advertisers and agencies are most concerned, of course, with what will happen as a result of the minute famine. And the most likely possibility is the one that advertisers would least prefer to see: For there is virtually no doubt that by the first of the year, the price of minute tv spots is headed for a sizable increase by the more confident stations.

One Chicago media executive reports that several stations already have notified him of their intention to boost the price of minutes. Tom McFadden, v.p. of NBC Spot Sales, agrees that there is every likelihood of an increase, and that when and if it comes, it will probably average 20%. Most reps surveyed by sponson admit that the price of minutes is headed upward, and some claim that the hike may amount to as much as 30%.

What will happen if the cost of minute tv spots climbs? Most timebuyers say it will have a definite effect on clients' spending patterns in spot tv. A timebuyer from one of the top 10 air media agencies told sponsor that "There's no question about it: if the price of minutes goes up, the use of minutes will go down."

One thing is certain. If rates for minute spots are increased, providing a real differential between minutes and 20's, many advertisers now buying minutes because they're as cheap as 20's will switch to the shorter commercial segment.

One mitigating possibility is that minute availabilities will open up about the end of this year. The reason: many of the current minute buys are shortterm and may not be renewed. However many reps deny this; NBC Spot Sales' McFadden, for one, says he expects his o\u00e3o stations to be sold out at least through next spring with "no letup anticipated,"

Another possibility—albeit a remote one—is that the minute shortage will kick off a new wave of triple-spotting. Some timebuyers claim that many of the stations began "playing it straigh?" when the triple-spotting furor arose, running just a 20 and a 10 between programs and adding to the shortage

(Please turn to page 84)

# OSCO MILK AMPLIFIER LONG Chocolate Flavillal Syrid

Bosco Salesman: tv d.j. Dick Clark sells the "milk amplifier" on his ABC TV American Bandstand show. Product uses Clark to hold kid consumers when they reach teens

#### How to stir up 250,000

- ♥ Bosco's switch in tv strategy ads teen-agers to its regular kid audience and ups sales for "milk amplifier"
- Seven-weeks premium offer on Dick Clark show drew record response; test proved teen-age buying market

Ask any agency promotion director. The premium business is getting rougher and tougher.

Yet this past summer, Bosco ran a label-pull premium on tv that has netted over a quarter of a million returns so far, with orders still coming.

Bosco is a chocolate flavored syrup that's termed a "milk amplifier," since it contains iron and vitamin D. It not only adds flavor to milk, it adds nutrition as well. It's manufactured by Corn Products Co., New York.

The response is, without abusing the word, fantastic. It's fitting that the whole deal revolves around a kind of fantastic tv show, Dick Clark's Amer-

ican Bandstand on 90 stations of ABC TV. Thanks to a recent deluge of publicity, everyone knows that the show, which emanates from WFIL-TV, Philadelphia, is a low-budget daytimer (an evening stanza was recently added) which is, basically, a d.j. show transferred to tv. It beams to teen-agers and young adults on a carrier wave of rock-and-roll music. Ratings and requests indicate it has a large audience and a devoted one. But that's what the label-pull premium set out to verify.

In its field, Bosco is a clear leader in sales volume. For the past few years its advertising has been almost exclusively on tv shows. This year the com-

Successful premium: Album of "All Time Hits" from Dick Clark's daytime show measured tenage response to new strategy aimed at them. (Ltor): Samm S. Baker, Donahue & Coe, and Russell Smith, assistant ad manager, Corn Products Co., New York, work on Bosco account



#### een-agers

pany and its agency, Donahue & Coe, New York, discussed broadening the base of consumers. It seemed a shame, they reasoned, to make consumers out of kids up to teen-age then suddenly stop advertising to them.

So Bosco approached Dick Clark and discussed the potential of his audience. Clark was enthusiastic, and a schedule began the first of last March.

Still, the company and agency had never tackled the teen-age market specifically for Bosco before and didn't know what the reaction would be, and anyway there was no way of knowing how much of the sales volume was accounted for by the new audience.

The label-pull premium was evolved by the agency and client. It was a natural for the show—a collection called "All Time Hits" from the Clark show, on a 45 rpm EP record." The jacket features a full color shot of Clark with his name in large letters.

The deal was self-liquidating and was offered for one label from a Bosco jar and 50¢. The offer ran only on the Clark show, for the seven weeks from mid-June to 1 August, and for the last two weeks in September, by early this month, more than 250,000 orders had been received, with more coming every day.

The purpose of the premium deal, notes Samm S. Baker of the executive staff at D&C, was twofold: to create specific buying action by requiring a label, and to test Clark's pull for this kind of product.

"We knew before we started," Baker recalls, "that there was a big obstacle working against it. The summer months are, traditionally, the poorest possible time to get premium response."

"Despite this handicap," he adds, "the promotion was extremely successful. It proves that if a premium is good enough, and the show has pulling power, it will generate action no matter when it's run."

Bosco appears on the Clark show

"Think you know the popular music busics.

ness? How many of the top six his ior artists of the past year do you know? Here they are: "Searchin," The Coasters: "Over the Mountain," Johnny and Joe; "School Day," Cluck Berry: "At the Hop," Danny and the Juniors; "La Dee Dah," Billy and Lillie; and "C. C. Rider," Chuck Willis.

(Please turn to page 85)

Wesley I. Nunn, advertising manager, Standard Oil Company (Indiana) spoke last week at a meeting of the National Association of Broadcasters in Chicago. Nunn, who has been a prominent figure in advertising circles for many years, described his company's attitude toward the air media. SPONSOR herewith reprints some notable quotes from his speech.

A CONTRACTOR OF THE PROPERTY O



#### **NUNN SHOWS RADIO/TV USE**

There's no single medium that supplies everything we want. We—and most other advertisers—must pick and choose to deliver the impact we need to the customers we want to reach.

"Media selection has never been easy, and since television reared its antennae over the horizon, it has become considerably more difficult.

"We believe television is highly important in the present market and in markets of the future. We are backing up that belief by our actions, notably in the states of Indiana, Illinois, Wisconsin and Michigan.

"In these four states Standard has weather, news and sports programs in 10 markets and regular spot schedules or half hour films in 11 more. In addition we share sponsorship of CBS Pro Football games on both the Chicago Bears and Green Bay Packers networks. We have the All-Star Football game on an even wider schedule, and Big Ten Basketball in some 32 television markets. We sponsor the Chicago Bears Football Show in Chicago and professional hockey on a network of Michigan stations.

"Now let's look at radio (and there's a well-mixed metaphor). Radio, as a medium is still in transition. Television influenced it profoundly, not to destroy but to change. One of the major discernible effects has been to make radio a stronger local advertising influence than it had been hefore. As a matter of fact, even with my company's extensive use of television, we now sponsor radio in as many markets as we did before television entered the scene. We now have regular strip programing in seven markets and maintain spot schedules in 10 more.

"Our efficient radio programs produce a responsive audience at a low cost-per-1,000. Of course, radio's ability to do just that is one of its foremost salable virtues. Another is its flexibility with respect to time periods and seasonable product requirements.

"Something else we like about radio—you can build them into automobiles, which lets a company like mine beam its message to the motorist while he's motoring.

Standard's expenditures in the broadcast media make up the largest single item in our budget—more than 70% of our total.

"Naturally we pay attention to that most important figure—cost-per-1,000 per commercial minute. Through constant review and careful attention, we have been able to keep our average television program cost-per-1,000 per commercial minute below \$3.00, and the average radio cost below \$1.

"Even a severe critic could not call these figures expensive.



#### SPONSOR backs another tv challenge

Parti-Day, Inc. and D'Arcy agency to cooperate in week-by-week account of Wisconsin test experiences

Trial will be for six months, using 10 spots weekly; results will be checked against other markets plans

Beginning with next week's issue, syonsor will carry exclusively the full, hlow-by-blow account of a unique tv sales test for a new grocery product in a single Wisconsin market, with complete results, as they happen.

The product is Parti-Day Topping, manufactured by The Liquid Carbonic Corporation and distributed by Parti-Day, Inc. Parti-Day, which is sold in acrosol dispensers, and requires no rerefrigeration, comes in four flavors marshmallow, fudge, butterscotch and chocolate, and is used on cakes, ice cream, and other deserts.

Parti-Day was introduced earlier this year in Chicago, Boston, and Milwaukee. with newspaper, ty/radio, and outdoor schedules. The agency handling is D'Arcy's Chicago office with Robert J. Curry, account executive and James Wilson, account supervisor.

Beginning 15 October. Parti-Day

moved into Green Bay Wisconsin, a market area with 395,330 tv homes, according to NCS-3, and a new test pattern was set up using 1) daytime tv only, 21 a single station, WBAY-TV in a three-station city, and 3) locally produced tv commercials.

Through the cooperation of Parti-Day, D'Arcy, Haydn Evans, manager of WBAY-TV, and Otto L. Kuehn Co., food brokers handling Parti-Day in the Green Bay area, full and comparative results of the test will be made available to SPONSOR readers.

Three years ago, SPONSOR made trade publication history with the first, blow-by-blow report of a tv sales test ior a grocery product, B&M beans. The forth-coming Parti-Day test should prove even more interesting and valuable to advertisers and agencies in the food field.

sponsor's first article, appearing

in our 1 November issue, will show complete details of Parti-Day distribution and sales at the start of the text. Thereafter you'll be kept up to date with weekly Parti-Day bulletins.

Sales figures alone, of course, aren't the only object of the test (everybody knows that daytime tv sells merchandise). It's the total experience of Parti-Day that will make an invaluable case study: What did the competition do to retaliate? How did the public react to the commercials?

SPONSOR will tell the full story.

#### PARTI-DAY TEST FACTS AT A GLANCE

PRODUCTS: Parti-Day Toppings for cakes, desserts.

MARKET: 80 mile zone around Green Bay, Wisc.
MEDIA: daytime tv only.
PAST ADVERTISING: none in Green Bay area.
BUDGET: 99,980,
DURATION: 26 weeks.
SCHEDULE: 10 daytime minutes per week.
YARDSTICK: Sales vs. areas using different media plans.

#### Radio gives paint sales bright hue

- Victor Paint Co., Detroit retail chain, puts 80% of budget into radio to show break with tradition
- ✓ Saturation spots on a year-round basis dramatize bargains, stimulate family interest in paint shopping

To most people, painting is an unappetizing job. Moreover, the image of paint stores isn't very glamorous, nor does dealer advertising (usually in newspapers) look stimulating. The whole rigmarole has an "old-line" air, with one dullness piled on another.

That's why Victor Paint Co. of Detroit has taken to saturation radio on a continuous basis. Its president Harold Victor broadly figures it this way: Radio is regarded by consumers as among the smart, modern media; hence the mere alignment of his stores with radio brightens their image right off. Moreover, he can get at the all-important family audiences cheaply and with showmanship.

Using this theory, he has opened six paint stores and sold over a million gallons of paint since the 29-yearold paint and wallpaper firm cracked the retail market 18 months ago.

To launch his main store last year, Victor bought a saturation radio campaign which continued into Thanksgiving ("selling paint into a time when people just don't buy it"). In planning the opening of five new outlets around Detroit this spring, he worked out a campaign with his agency, Stone & Simons, that again was built around a saturation drive on WXYZ.

A teaser opening (supported by "a few bus cards") led off. Ten-second spots linked the name Victor to paint by use of the dot-dot-dot-dash (V for Victory) theme, with the words "Victor is Coming." Three weeks of this were followed by another three weeks of spots saying that it was five Victor Paint Stores that were coming. In the last week, a little selling entered in, pointing up the 1¢ sale that would mark the openings.

Remembering his success with WXYZ's mobile unit in unveiling the man store, Victor called it into service again. During the last two weeks of the teaser, remote commercials from the original outlet set the mood for the main campaign.

Remote commercials seven days a week backed up the multiple store openings, together with a few 1.D's and some newspaper space. The remote commercials (between 3 and 6:15 p.m. weekdays, earlier on weekends) consisted of 10 tens and two 60s per day. In all 121 radio spots were used a week: 90 were 10s, 21 were 60s. The same radio schedule still applies. Heaviest concentration of spots between 3 and 7 p.m. is to reach the housewife and later the homebound husband, then the family together.

Since one of the outlets is in the center of the large Polish population, foreign language station WJLB was picked as the most effective way to reach this group.

The 1¢ sale, intended as a quick gambit, proved so successful it has been running ever since. The volume of sales not only exceeded anything previously racked up, but demand for it was so apparent that, after a brief 1¢ wallpaper sale. Victor took to the air himself in a 60-second transcribed spot to announce its return. "If we hadn't done this," says account executive Rudy Simons, "it would have been reflected in sales and ill will."

In August, the sale of the one millionth retail gallon of paint since the opening of the main store got a big play for its gimmick value. A running radio account by newscaster Dick Osgood announced the arrival of the purchasers by helicopter to the main store, where a WXYZ d.j. interviewed them and Victor presented prizes.

For most of August and September commercials got down to concentrating on individual products, with equal emphasis on interior and exterior paint. As seasonal paint declines set in, various tacks were taken. Some September commercials were turned over to a Detroit builder using Victor paint and wallpaper. Late in September, Victor exploited a cash bond backing up his money-back guarantee.

About 80% of the Victor Paint budget goes into radio. "It's our basic buy." Victor told spoxsor, "with other media used in supplemental ways: 1.D.'s on three occasions, a tv participation for 10 weeks, a little newspaper."

In all, it may turn out to be the single largest, continuous radio promotion in retail paint selling history. Victor's thumbnail description of what radio has brought him: Excitement values.

Stunts, such as flying purchasers of millionth gallon to store for interview by WXYZ d.j. Paul Winter, give campaign excitement value



Bargains, discussed here by Rudy Simons (left) of Stone & Simons agency, Harold Victor, and WXYZ's Ed McKenzie, are key theme







Consumer item: Just one candidate, Saran Wrap, in a vast list of products of Dow Chemical (MacM. J&A) is star of this commercial

Winner: Judged best U. S. tv film commercial at Vienna Festival is Chemstrand Corp. (DDB) ad for acrylic and nylon fiber hosiery

#### The Chemicals flock to television

Fibers, agricultural and industrial chemicals are being introduced to the tv audience to get brand names established

Each year, the U.S. chemical industry spends an estimated \$500 million on research and development that generates some 400 new products. Not all of these products, of course, fall into the category of consumer items, but all of them are, in one way or another, consumed by the public.

To tell the public about this vast array of products, the chemical industry is turning more and more to the air media; a look at this season's network tv lineup is ample evidence.

Naturally the soaps and the pharmaceuticals (and these are the products of chemical companies) lead the pack across the tv board; their aim is specifically consumer. But the significant fact and an augur of things to come is the increasing use of tv by the chemical giants whose consumer items are often only a small part of their volume or by those who simply supply raw product to frabricators of brand name items.

This latter group (see chart on opposite page for some of these companies and their use of tv) represents an area of air media advertising that is due to spread like mill-pond ripples in the years to come. They are not necessarily producers of specialty chemicals. Of those that actually manufacture specialty items, those items usually represent a minimum of the whole output. In still other cases, these ty clients are the producers of raw product which other fabricators turn into consumer items.

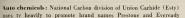
This then is the group of chemical producers who are turning to air media for three reasons:

- (1) To create a corporate image, showing the public how their lives are affected by items of which they are often quite unaware.
  - (2) To establish brand names.
- (3) To sell the customer's customer; that is to say, plug the end product even if the raw goods client doesn't himself manufacture the finished item. The investment of this group in the

#### HOW THE MAJOR CHEMICALS USE TVT

|  | E. I. DU PONT   | NATIONAL CARBON                            | MONSAN              |
|--|---|--|---------------------|
| Ad agency                                    | BBDO  | Wm. Esty                                   | Gardn               |
| Network<br>tv shows<br>sponsored             | Steve Allen NBC TV Today NBC TV Jack Paar NBC TV Show of The Month CBS TV       | NBC News NBC TY<br>Cheyenne ABC TY         | Conquest            |
| Estimated<br>net tv costs<br>(time & talent) | \$5,000,000   | \$3,500,000                                | \$1,100,0           |
| Products<br>featured in<br>tv commercials    | 'Dacron' Polyester fiber<br>'Orlon' Acrylic fiber<br>Nylon<br>Zerex anti-freeze | Prestone anti-freeze<br>Eveready batteries | Rez fini≊<br>Lion e |
| Currently in spot tv                         | Yes   | No   | Yes                 |







Finished fibers: Tv commercial actors "Dacron," "Orlon," and Nylon point up Du Pont (BBDO) strategy of advertising end product

#### art of a big brand-name parade

1958-59 network tv season totals beween \$15 and \$20 million in time and talent. In some cases, spot tv, spot and net radio are also being used. In farm radio and tv, on a spot basis, some chemical companies are promoting agricultural chemicals—herbicides, insecticides, fertilizers, feeds. At the moment, however, spot is not the big gainer from the building interest of chemical companies in air media. Of those shown on the chart as using spot tv, none are spending more than \$1 million annually in the spot medium. Spot is usually being bought by specific markets by the chemicals or nationally as support for net tv campaigns. What lies ahead for all air media, however, is the hope that it will profit greatly through the tremendous growth of the chemical industry which currently is running ahead of gross national product by about 7%, making it the fastest growing industry in the land.

As for the chemicals in tv, there is perhaps no better example of the trend than the E. I. Du Pont de Nemours & Co., through agency BBDO a tv veteran (Du Pont Cavalcade Theater, for example), which, on 28 October will present the second of its Show of the Month specials on CBS TV-Count of Monte Cristo (first of the series was much-lauded Harvey). Before the 58-59 season has ended it will have sponsored about 10 more such shows on CBS TV. On NBC TV. Du Pont is a sponsor of The Steve Allen Show, and a participating advertiser on Today and The Jack Paar Show; 49 participations through the end of the year on the former, 21 on the latter,

What ad strategy lies behind this heavy use of tv by Du Pont? A big part of the answer lies in the Du Pont Textile Fibers Department. Late this summer, the department decided to launch what it terms "the largest promotional effort undertaken in the textile industry" with both tv and radio destined to play a major role. The campaign was developed to meet merchandising considerations resulting from the broad distribution and great variety of consumer products now being made with Du Pont "Dacron" Polyester Fiber, "Orlon" Acrylic Fiber, and Nylon. The aim is to provide consumer response to promotional ac-

#### DMOTE RECOGNITION AND DEMAND

| TAN CHEMICAL  | OLIN MATHIESON   | CHEMSTRAND          | DOW CHEMICAL  |
|---|--|---------------------|---|
| o ty, Clifford,<br>le & Shenfield   | D'Arcy   | Doyle Dane Bernbach | MacManus, John &<br>Adams   |
| ABC TV Sopen Golf   | Small World CBS TV   | Perry Como NBC TV   | Treasure Hunt NBC TV Concentration NBC TV Tic Tac Dough NBC TV County Fair NBC TV |
| 250,000   | \$2,000,000  | \$2,500,000         | \$500,000   |
| d ion to film and<br>of, acetate, ace-<br>tile fibers, plas-<br>strusion com-<br>pounds | Commercials policy<br>still being determined;<br>will probably touch on<br>entire disversified line<br>including paper prod-<br>ucts, industrial and<br>agricultural chemicals | Acrilan<br>Nylon    | Saran Wrap  |
| No  | Yes  | No                  | Yes   |

tivities by all levels of the textile industry for products containing these fibers. In addition to net tv, the company plans to support the campaign with spot tv in key markets and with spot radio on a national saturation basis

The fibers branch of the chemical industry actually is playing a big part in the entry of chemicals in air media, for it is becoming quite a competitive arena

No other type of tv advertising so well points up the growing preoccupation of raw goods manufacturers advertising to promote their fabricator-customers' product line. Create the demand at the retail store counter among the ultimate purchasers, is the strategy, and the manufacturers of the finished fabrics will be coming back for more raw goods.

The Chemstrand Corp. (one of whose tv commercials won the first prize for all U.S.-produced film commercials at the Vienna Film Festival last month), has bought into the NBC TV Perry Como Show to promote its Acrilan and Nylon fibers, Doyle Dane Bernbach is its agency.

Still another chemical firm producing fibers is Eastman Chemical Co., who, through Doherty, Clifford, Steers & Shenfield, is using all three tv nets to push its acetate textile fibers to the ultimate consumer.

The copywriting strategy behind these tv commercials for fibers, though often diverse in approach, is still trained on one target: selling the brand name of the raw goods to the consumer of the finished product.

A recent Du Pont "back to school" commercial (see picture page 39) was a two-minute demonstration of the beauty, durability and laundering qualities of clothing fabricated with Dacron, Orlon or Nylon. It closed on the note that, "You'll get more for your money when you insist on fabries with a high percentage of Du Pont's better living fibers."

The Chemstrand commercial (see picture page 38) is a one-minute musical with soft-sell lyrics ("Though she wears bracelets to here/ Mink up to her ear/ A lady isn't dressed unless her legs are too.") The entire prize-winning confection has a dual message for the ladies—Be sure to wear stockings, and be sure they're made from Chemstrand Nylon yarn.

How far can ty go as a medium for the chemical fibers advertisers? Pretty far, when you consider the youth of the synthetic fiber industry and how

far it must go to surpass natural wool and cotton. In 1935 (rayon was just catching on then), the U.S. civilian per capita consumption of man-made fibers was only 2.1 pounds a year against 19.2 pounds for natural cotton and 3.2 for natural wool. By 1956, the consumption of man-made fiber had risen to 9.2 pounds against 3.2 for natural wool and 23.8 for natural cotton. Acrylic fibers now account for about 70 million women's sweaters alone, are also used in men's and women's suits, blankets, man-made furs, carpets, rugs. Polyester fiber has gained wide acceptance in about four years, goes into "wash-and-wear" suitings and dresses, blends well with cotton. Hosiery by now is just about exclusively of Nylon. Auto tires are consuming such fibers also.

As more raw goods producers of such fibers strive to make their brand names popular with the buying public, and as the industry grows, air media should stand to gain considerably.

Chemical companies are by nature diverse in production; almost everything they touch results in still another by-product which is marketable somewhere. Whether such results of diversification are sold directly or indirectly to the consumer, the companies are becoming more aware of the importance of establishing the brand names. Thus a large part of their tv investments are earmarked for this purpose and their commercials may promote a whole string of products. Olin Mathieson, a newcomer to net tv via CBS TV's Small World, is a case in point. They are still in the process of planning and producing film commercials to tell, as a spokesman put it, the story of "the fascinating world of Olin Mathieson." The commercials may well promote such a variety of produce as: agricultural chemicals, cellophane, Winchester arms and ammo, Frost-Craft containers, Western Brass.

In the same way, Eastman does not stop with the advertising of its cameras and film; it uses to to promote such products of its chemical company as acetate firers, plastic moulding and extrusion compounds. Indeed, the outlook for tv advertising where it is touched by the efforts of the rapidlygrowing chemical industry will be one of constant revelation of the wonders of science to the viewer as well as implanting of a string of brand new trade names on his conscious.

#### NOTES ON A ROBUST TV CLIENT

In the last 13 years, the chemical industry has spent more than \$15 billion on investments in new plants and equipment. According to Chemical Week magazine, the trend in general promotion advertising for large industrial chemical companies is definitely toward higher investments. Air media due to gain. The chemical industry spends an estimated \$500 million a year on research and development, comes up with some 400 new products. In fact, the chemicals spend about 25% of the total basic research outlays of all industries. In a five year period, one company spent \$60 million, came up with 173 products. What this means to the tv radio advertising industry is self-evident: The more new products introduced, the more advertising effort needed. Impartially, last spring's economic setback affected the chemical industry along with all others, but it bounced back fast, is now producing at about 7% above the gross national product level. What's more, it promises to grow faster than most other industries; sales for 1958 are expected to reach the \$25 billion mark.

#### **SPONSOR**

SPECIAL REPORT



SPONSOR's 7th annual section

## FARM

#### RADIO AND TV

Project editor: Alfred J. Jaffe

#### There are changes going on down of

It's as potent as ever but clients are buying it differently and there are more stations from which to choose

One question now being asked is whether a top 40 format that is modified for the rural taste will go over

format that is modified for the rural taste will go over tion: is tent, two meeting. This insisten an answ fully en with a meet rural taste will go over the tent, two meetings are the tent to be the tent to the



Though pop music is being programed successfully to farmers, old favorites still have strong appeal. Example: NBC Radio's "National Farm and Home Hour," sponsored by Allis-Chalmers. Above, Jerry Seaman of Bert S. Gittings agency (D., discusses show with m.c. Evertel Mitchell

F arm broadcasting has come a long way in recent years.

Its approach is more professional, its selling is sharper, its practitioners are better trained. And, it's growing.

True, advertisers have consistently warned farm broadcasters they are hurting themselves by not getting more facts about the farm broadcast audience. And some clients are concerned about the effect on the amount of farm programing by the battle for urban audiences among farm area stations.

But farm broadcasting remains a potent force. The stature of the farm director, the basic building block of farm programing, has been enhanced by experience and the standards set up by the National Association of Tv and Radio Farm Directors. The growing complexity of farming is parallelled by an increasing flow of agricultural school graduates, county agents and the like into farm broadcasting.

The fact is that advertisers are standing in line to buy the better farm stations today. PGW's George Adkisson reported that one client has been trying unsuccessfully to buy a schedule on a certain farm station for more than two years. Four competitive accounts have effectively blocked the advertiser from making a purchase.

It is also a fact that the time buying difficulty faced by air-hungry farm product manufacturers poses the question: Isn't radio (and, to a lesser extent, tv) missing a good bet by not meeting the demand?

This year another question has been insistently popping up and begging for an answer: Can a farm station successfully entertain the farmer and his wife with a "top 40" format modified to meet rural tastes?

Despite the continued success of country music, the call for a more up-to-date musical approach sounds logical. There is no question but that the farm family has developed more "urbanized" tastes in recent years. The automobile, the university education, the network program (first radio, then ty), the rising level of living, the mechanization of farming have all contributed to fuzzing the line between city and farm habits.

The industry can't come to any agreement on the subject of top 40 for the farmer and there probably isn't any single answer for all sections of the country. But a few farm area stations have modernized their musical approach with some success. More about that later.

Change has affected the farm advertiser, too. There was a time, recalls John Dow of the Dow Co., Omaha, an agency specializing in farm accounts, when the typical advertiser bought 15-minute radio programs, maybe three times a week, for 52 week, for 52 week,

"Today," said Dow, "he's probably using spots instead of programs and on an in-and-out basis instead of 52 weeks on radio. Probably, also, he's buying a package instead of fixed-position spots and he's experimenting with midmorning, and even evening times, instead of confining everything to early morning and noon. Chances are, too, that he's buying several smaller stations to augment his big-station coverage."

The increase in small station buying is due primarily to the fact that there are more of them. The number

#### e farm radio

of am radio stations in the U. S. has nearly quadrupled since World War II. And probably the bulk of them have set themselves up in business in those smaller-size towns which are so closely identified with a farm economy. Since a Patti Page record sounds the same no matter what size station plays it, these "coffee pots" usually make a go of it, getting their audience, naturally, from the big city outlets whose signals blanket large areas.

While there is a common belief that some big-city farm stations are now having trouble because of competition in the hinterland, more knowledgeable farm advertisers point out that dips in the urban audiences of these stations are the fly in the ointment. So far as farm audience research can discover (and, admittedly, there's not enough of it) the farm powerhouses still have a strong grip on the farmer. With their crack farm staffs, the big stations provide a potent service to advertisers. Many of the smaller stations, says Dow, have been unable to capitalize fully on their local emphasis because of lack of facilities and know-how required to sell regional advertisers

"The usual tactic," he said, "is for the small town station to work through the local dealer, which generally results in a cooperative (theoretically) schedule at local rates and some antagonism on the part of the advertising agency."

Don't get the idea that small town farm radio is not getting national and regional business. It is. For example, Keystone Broadcasting System, the small town sales network for some 1040-odd stations numbers Armour (hog feed), Ralston-Purina (poultry feed) and the Chilean Nitrate Education Bureau (nitrate fertilizer) among its clients.

KBS lists 817 affiliates as carrying some kind of farm programing. Using NCS No. 2 and the 1954 Census of Agriculture, KBS reports that it covers 86% of U. S. farms—a figure which, KBS maintains, entitles it to the claim that it "dominates" the farmer.

Farm programing trend: The farm (Please turn to page 53)

#### SMALL FARM STATIONS ARE POPPING UP ALL OVER U.S.

% Covered

| State          | No. of<br>farms   | % Covered<br>by KBS |
|----------------|-------------------|---------------------|
| ALABAMA        | 176,956           | 99%                 |
| ARIZONA        | 9,321             | 84                  |
| ARKANSAS       | 145,075           | 96                  |
| CALIFORNIA     | 123,074           | 79                  |
| COLORADO       | 40,749            | 85                  |
| CONNECTICUT    | 12,753            | 10                  |
| DELAWARE       | 6,297             | 0                   |
| FLORIDA        | 57,543            | 99                  |
| GEORGIA        | 165,524           | 98                  |
| IDAHO          | 38,735            | 94                  |
| ILLINOIS       | 175,543           | 71                  |
| INDIANA        | 153,593           | 69                  |
| IOWA           | 192,933           | 75                  |
| KANSAS         | 120,167           | 87                  |
| KENTUCKY       | 193,487           | 96                  |
| LOUISIANA      | 111,127           | 94                  |
| MAINE          | 23,368            | 18                  |
| MARYLAND       | 32,500            | 59                  |
| MASSACHUSETTS  | 17,361            | 48                  |
| MICHIGAN       | 138,922           | 68                  |
| MINNESOTA      | 165,225           | 92                  |
| MISSISSIPPI    | 215,915           | 98                  |
| MISSOURI       | 201,614           | 96                  |
| MONTANA        | 33,052            | 94                  |
| NEBRASKA       | 100,846           | 84                  |
| NEVADA         | 2,857             | 79                  |
| NEW HAMPSHIRE  | 10,411            | 27                  |
| NEW JERSEY     | 22,686            | 10                  |
| NEW MEXICO     | 21,070            | 79                  |
| NEW YORK       | 105,714           | 38                  |
| NORTH CAROLINA | 267,906           | 97                  |
| NORTH DAKOTA   | 61,939            | 81                  |
| оню            | 177,074           | 71                  |
| OKLAHOMA       | 118,979           | 95                  |
| OREGON         | 54,442            | 88                  |
| PENNSYLVANIA   | 128,876           | 76 .                |
| RHODE ISLAND   | 2,004             | 0                   |
| SOUTH CAROLINA | 124,203           | 98<br>97            |
| SOUTH DAKOTA   | 62,500            | 98                  |
| TENNESSEE      | 203,149           | 94                  |
| TEXAS          | 292,584           | 79                  |
| UTAH           | 22,825            | 19                  |
| VERMONT        | 15,981<br>136,416 | 92                  |
| WASHINGTON     | 65,175            | 80                  |
| WEST VIRGINIA  | 68,583            | 91                  |
| WISCONSIN      | 153,558           | 98                  |
| WYOMING        | 11,392            | 100                 |
| w rosarso      | 11,372            |                     |
| TOTAL U. S     | 4,782,004         | 86%                 |

TOTAL U. S. ...... 4,782,004 86%

Keystone Broadcasting System now includes 817 radio stations with farm shows. Data above cover this list, is based on 1954 farm census, NCS No. 2

# The farm is reaping a big crop of dollars



Though farm population is decreasing, greater mechanization, bigger farms are giving farmer command of more purchasing power. The farmer is also becoming more savvy on technical subjects. Above, Joe Siegel of KXO, El Centro, Cal., picks up information for use on his radio show

Cash receipts are running about 10% above 1957.
Net income from farming is about 20% over last year

Implications for farm advertising are healthy but stations should not look for across-the-board budget jumps

No doubt about it, the farmer is reaping his best crop of dollars since the Korean boom.

For the first eight months of 1958 his cash receipts were running about 10% above the 1957 level (see chart at bottom). His realized net income from farming for the first three quarters of the year is estimated at \$13 billion (at the annual rate), nearly 20% above last year.

The implications for farm advertising are healthy ones, of course, though broadcasters should not look for any across-the-board increases in ad budgets of farm product manufacturers tomorrow.

Just as farm advertising held steady when farm prices were in a decline so will this steadiness continue during the current farm boom. The farmer needs his seed, fertilizer, equipment, chemicals and fuel no matter how prices flip-flop. In other words, his costs of production are not as volatile as the prices he gets for his crops and livestock. There are other reasons why ad budgets operate, to some extent, independently of farm economic conditions. Farmers are increasingly mechanizing their production and using more fertilizers, chemicals, fuels and insecticides as the pressure (and ability) to get more volume per acre increases. It is this growth in market potentials that primarily determines the ad budgets of many firms.

As a matter of fact, when times are tough the farmer tries even harder to produce more efficiently.

In some instances (Dow Chemical is one example), the farm product manufacturing division of a company may not be an independent unit and so the size of the farm budget tends to reflect more general economic conditions.

The existence of farm prosperity at a time when many urban areas were suffering the pangs of recession was a real switch—but a welcome one. The farm boom has done a lot to minimize the damage of the hard goods recession and, to some extent, was affected

by this decline. For families which cut down on buying big ticket items turned to perishables and soft goods in many cases.

The combination of farm prosperity and urban recession even tilted upward in 1958 the farm population, which has been declining at a fast rate. This, however, is temporary as long-term forces (mechanization, etc.) will continue to push down the number of farm residents.

The decline in the farm population has been particularly rapid since World War II. In the four decades before the war, the percent of farm population declined as the urban population grew, but the actual number of farm residents remained at a level a little above 30 million. After the war, the combination of even faster urban growth and an absolute decline in farm people put the farm population share of total population into a steep drop.

During the 30's, about one out of every four U.S. residents lived on a farm. This year the figure is one out of eight.

The squeeze on the farm population is resulting in an ever more prosperous farmer. The southern Negro, for example, left his farm at a relatively faster rate than the white farmer. Between 1950 and 1956 while the number of white households on farms declined

9.5%, the number of Negro farm households went down 13.8%.

To the farm advertiser this means that while the number of his customers is declining, each customer commands considerably more buying power.

On the average, the farm family is not as well off as the urban family, but it is increasing its well-being at a faster rate than the urban family. Farm spending per family on consumer goods is about half that of urban families; before World War II, it was about a third (see page 51). The farmer's level of living index, a U.S. Department of Agriculture measure, showed in 1956 a 45% rise over 11 years earlier.

In comparing farm with urban in-

comes, it must be kept in mind that, farmers consume some of their own crops and livestock, though this is decreasing. This fact does not always show up in comparative figures. In addition, the farmer has a large investment in land, buildings and equipment. For every dollar in assets, he owes a dime, an equity which would (or should) make the average urban family drool.

Meanwhile, with the farm price level climbing, the value of farm assets is also climbing. By the end of 1958, farm land is expected to be worth \$5 billion more than at the end of last year. Farm livestock has increased \$3 billion in value over a year ago, despite the fact the number of cattle last January was lower than at any time since 1952. Finally farm machinery has gone up \$308 million in value and liquid assets (cash and savings bonds) are up \$100 million. Even last January, the farmer was worth, in all, \$10 billion more than the previous January.

The farm family's income is being given a lift by members working outside of agriculture. The amount of this outside work is surprisingly high. For example, of the total male farm resident labor force only about half is employed in farming. The comparable figure for females is about a third.

While farm wives are less inclined to take jobs than urban wives, the (Please turn to page 62)

#### THE BOOM IN FARM INCOME ...

Net farm income (from farming) in billions of dollars

|                                     | Year   | Year 1957 |        |        | 1958   |        |        |
|-------------------------------------|--------|-----------|--------|--------|--------|--------|--------|
|                                     | 1957   | 1         | 11     | 111    | IV     | I      | Ш      |
| Cash receipts                       | \$29.7 | \$30.0    | \$29.7 | \$29.6 | \$29.7 | \$32.4 | \$33.3 |
| Non-money income and gov't payments | 4.6    | 4.4       | 4.6    | 4.7    | 4.6    | 4.6    | 4.7    |
| Realized gross income               | 34.3   | 34.4      | 34.3   | 34.3   | 34.3   | 37.0   | 38.0   |
| Production expenses                 | 23.5   | 23.4      | 23.6   | 23.4   | 23.6   | 24.2   | 24.4   |
| Realized net income                 | 10.8   | 11.0      | 10.7   | 10.9   | 10.7   | 12.8   | 13.6   |
| Net change in inventory             | .8     | .5        | .9     | .9     | .8     | 2      | 2      |
| Total net income                    | 11.6   | 11.5      | 11.6   | 11.8   | 11.5   | 12.6   | 13.4   |

SOURCE: U.S. Department of Agriculture. Quarterly figures are at the annual rate.

#### **CONTINUED THROUGH THE SUMMER**

Cash receipts (from farming) in billions of dollars

| Monthly<br>cash receipts |       |       | lative<br>eceipts | Percent increase<br>over 1957 |       |            |
|--------------------------|-------|-------|-------------------|-------------------------------|-------|------------|
|                          | 1957  | 1958  | 1957              | 1958                          | month | cumulative |
| July                     | \$2.5 | \$2.7 | \$14.9            | \$16.6                        | 9.2%  | 11.3%      |
| August                   | 2.7   | 2.9   | 17.6              | 19.5                          | 6.9   | 10.6       |

#### **FARM HOMES** ARE USUALLY WELL SATURATED WITH RADIOS

| Kadio    | ownership i | n Iowa  |    |
|----------|-------------|---------|----|
|          | Urban       | Village | Fe |
| e radios | 97.6%       | 96.8%   | 98 |
| 41       | 40.0        | 20.0    | 26 |

| Families with one or more radios   | 97.6% | 96.8% | 98.3% |  |
|------------------------------------|-------|-------|-------|--|
| Families with two or more radios   | 48.8  | 38.0  | 38.7  |  |
| Families with three or more radios | 18.5  | 11.2  | 11.4  |  |
| Families with four or more radios  | 6.6   | 3.2   | 2.8   |  |
| Families with portable radios      | 60.0  | 53.0  | 55.9  |  |
| Families with battery portables    | 23.0  | 13.6  | 13.5  |  |
| Families with auto radios          | 68,4  | 63.6  | 71.8  |  |

SOURCE: Whan Iona Radio Audience Survey, 1958. Auto radios figures does not include trucks. Data shows percent of families in each geographical group with radios. Multi-set figures in first four horizontal lines do not include auto radios. 

#### Percent of farm residents who "usually" listen to radio each hourly period

| 5   | a.m. | 24   | Noon   | 59 | 6 p.m. | 42  |
|-----|------|------|--------|----|--------|-----|
| 6   |      | 63   | I p.m. | 27 | 7      | 31  |
| 7   |      | 73   | 2      | 17 | 8      | 18  |
| 8   |      | . 51 | 3      | 17 | 9      | 10  |
| 9   |      | 31   | 4      | 16 | 10     | . 8 |
| 10  |      | 27   | 5      | 24 | 11     | . 3 |
| 11. |      | 36   |        |    | Mid.   | - 1 |

SOURCE: WLW, Cincinnati, mail survey of farm residents in station's coverage area, primarily Ohio, Kentucky, Indiana and West Virginia, Spring 1958

EXPENSION DE LA SESSE SE LE PROPERTIE DE LA COMPANION DE LA CO

**EARLY MORNING** IS PEAK LISTENING TIME ON FARM

#### **FARMERS LIKE** WEATHER SHOWS BEST

#### Type of farm service shows farm residents like to hear

| Type of show    | Percent of respondents<br>who mentioned each type |
|-----------------|---|
| WEATHER         | 54%   |
| FARM NEWS       | 44  |
| MARKETS         | 40  |
| FARM INTERVIEWS | 17  |
| NO PREFERENCE   | 8   |

n acamany en menggam sa mountaine de la company de la comp

SOURCE: WLW, Cincinnati, mail survey of farm residents in station's coverage area, primarily Ohio, Kentucky, Indiana and West Vitginia, Spring 1958

**FARMERS HAVE** STATION **PREFERENCES** FOR FARM SERVICE SHOWS

#### Percent having favorite stations for

|                | farm news | market reports |
|----------------|-----------|----------------|
| URBAN ADULTS   | 22.7      | 19.5           |
| VILLAGE ADULTS | 43.3      | 33.9           |
| FARM ADULTS    | 81.5      | 77.7           |

SOURCE: Whan lown Radio Audience survey, 1958. Note non-farm adult interest in farm shows.



Only WCCO Radio delivers...

MORE LISTENERS in the rural Northwest than all other Minneapolis-St. Paul stations combined!

MORE MARKET . . . 231,900 farm families throughout 114 basic area counties of Minnesota, Wisconsin, Iowa, and South Dakota who enjoy a gross annual income of \$1.7 billion.

MORE ACCEPTANCE through the helping hand of vital farm, weather, and market information provided by Maynard Speece and Jim Hill on 50 programs every week. Only Twin Cities station with a complete farm service department. Call or write for full facts.

\* othing sells like acceptance . . .

### CCO Radio

MINNEAPOLIS . ST. PAUL

The Northwest's Only 50,000-Watt 1-A Clear Channel Station Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week.

#### FARM TV AUDIENCE BASICS

| Ty growth b | v county si | 70 |
|-------------|-------------|----|
|-------------|-------------|----|

|                              | A    | В    | С   | D   |
|------------------------------|------|------|-----|-----|
| Total radio homes (millions) | 18.0 | 13.3 | 9.5 | 7.8 |
| Percent tv, 1958             | 94   | 91   | 82  | 71  |
| Percent tv. 1956             | 88   | 79   | 5   | 9   |

SOURCE: A. C. Nielsen, spring each year. Most U.S. tarms are located in "C" and "D" countles. Ty figures are in percent of radio homes.

. PO. OPAGES.OF POROGRAPHO ENGINEERING MARINDANIA PROPERTY OF THE PROPERTY OF

# FARM TV SATURATION IS CATCHING UP WITH URBAN

# FEW FARMERS HAVE MORE THAN ONE TV SET (AS YET)

#### Percent of Iowa homes with tv

|                             | Urban<br>homes | Village<br>homes | Farm<br>homes |
|-----------------------------|----------------|------------------|---------------|
| Own one or more tv sets     | 93.7%          | 87.8%            | 89.4%         |
| Own two or more tv sets     | 8.4            | 3.0              | 1.8           |
| Own three or more tv sets   | 0.8            | 3.0              | 1.8           |
| Own a color tv set          | 0.8            | 0.4              | 0.4           |
| COURSE HE T P N T P C T THE |                |                  |               |

#### Percent of Iowa housewives using ty set on weekdays sometime during:

|         | Daytime | Morning | Afternoon |
|---------|---------|---------|-----------|
| Urben   | 80%     | 63%     | 75%       |
| Village | 78      | 60      | 74        |
| Farm    | 80      | 58      | 76        |

SOURCE: Whan Iowa audience survey, 1957

# MOST FARM HOUSEWIVES USE DAYTIME TV

Levels of attention to tv picture by Iowa housewives during weekday daytime

|         | Watch all of picture | Listen and occa-<br>sionally see picture | Listen only,<br>can't see picture |
|---------|----------------------|--|-----------------------------------|
| Urban   | 31%                  | 19%                                      | 50%                               |
| Village | 25                   | 20                                       | 55                                |
| Form    | 28                   | 20                                       | 52                                |

SOURCE. What Iowa audience survey, 1957. Figures refer to percent of total viewing time devoted to various levels of attention. Horizontal lines add to 100%.

IOWA FARM
HOUSEWIVES
HAVE HALF AN
EYE ON TV
DURING DAY



#### **Bigger than Ever!**

#### NEVER BEFORE A GREATER CONCENTRATION OF FARM BUYING-POWER!

More than 215,000 Farm People attended this 1958 two-day event

453 private planes (more than one-third of the "Flying Farmers" in mid-America) and 65,000 cars brought enthusiastic WLS listeners from throughout the five-state heart of America, to see and learn about the latest and best in farm methods and equipment.

When 215,000 of America's most prosperous and progressive farmers turn out for the WLS-Prairie Farmer Farm Progress Show, you begin to realize the tremendous pulling power of WLS. Most farm families in mid-America depend on WLS for entertainment, up-to-the-minute news, markets, weather reports, and information on products of interest to them. If you have such a product, call WLS or your John Blair man today.



The Most Powerful Radio Voice in Agriculture
1230 Woshington Boulevord • Telephone MOnroe 6-9700



87 acres of auto parking space for visitors and onother 40 acres for planes.

890 KILOCYCLES . 50.000 WATTS . FULL TIME . REPRESENTED BY JOHN BLAIR & CO.

THE URBAN
RECESSION
HAS UPPED
THE FARM
POPULATION
SLIGHTLY
THIS YEAR

Total U. S. and farm population by years

|      | Total Population | Farm population |            |  |
|------|------------------|-----------------|------------|--|
| Year | (000)            | Number (000)    | % of total |  |
| 1958 | 173,435          | 20,827          | 12.0%      |  |
| 1957 | 170,510          | 20,396          | 12.0       |  |
| 1956 | 167,498          | 22,257          | 13.3       |  |
| 1954 | 161,761          | 21,890          | 13.5       |  |
| 1952 | 156,421          | 24,283          | 15.5       |  |
| 1950 | 151,132          | 25,058          | 16.6       |  |
| 1947 | 143,480          | 27,124          | 18.9       |  |
| 1945 | 139,583          | 25,295          | 18.1       |  |
| 1940 | 131,820          | 30,547          | 23.2       |  |
| 1910 | 91,885           | 32.077          | 34.9       |  |

SOURCE: U.S. Census Bureau, April each year. Total population includes armed forces overseas. The increase in 1958 farm population is believed due to temporary drop in job opportunities in urban areas.

Employment status of civilian population living on farms by sex, 1950 and 1958

|   | Male  |       | Female |       |
|---|-------|-------|--------|-------|
| Employment status                         | 1958  | 1950  | 1958   | 1950  |
| Farm residents 14 years and over (000)    | 7,381 | 9,070 | 6.888  | 8,391 |
| Farm resident labor force (000)           | 6,008 | 7,787 | 1,903  | 1,924 |
| Percent labor force employed              | 95.3  | 98.0  | 94.2   | 96.2  |
| Percent employed primarily in agriculture | 62.9  | 73,6  | 36.9   | 46.4  |
| Percent in non-agricultural jobs          | 32.5  | 24.3  | 57.2   | 49.6  |
| Percent unemployed                        | 4.6   | 2.0   | 5.8    | 3.8   |
| SOURCE: U.S. Department of Agriculture    |       |       |        |       |

makis area demendensi inaemani kindenneti industri datamini industri industri in

MORE FARM
RESIDENTS ARE
HOLDING DOWN
OFF-FARM JOBS

GAP BETWEEN
FARM AND URBAN
SPENDING
IS NARROWING

| How farm operator families | spend their money | Farm spending as | percent of urba |
|----------------------------|-------------------|------------------|-----------------|
|                            |                   | 1955             | 1941            |
| <b>Fotal</b>               | 100.0%            | 48%              | 30%             |
| Food & beverages           | 30.7              | 47               | 30              |
| lousing                    | 21.0              | 36               | 21              |
| Clothing                   | 17.3              | 66               | 41              |
| Fransportation             | 13.6              | 45               | 33              |
| Medical Care               | 8.7               |                  |                 |
| Recreation, reading        |                   | 77               | 47              |
| ducation                   | 5.9               | 50               | 23              |
| Other                      | 2.9               | 40               | 42              |

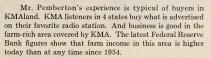
SOURCE: I.S. Department of Agriculture. Left-hand column of figures is from 1955, latest year for detailed figures on farm spending.



"When it's
advertised on KMA,
I have to put it
in most of
our stores!"

says Lee Pemberton, Sr., Head Buyer for Beaty Grocery Company, St. Joseph, Missouri, Operators of 355 HY-KLAS food markets. 226 of them are in the four-state area served by KMA.

This is a typical Hy-Klas super market. Hy-Klas is the largest independent chain in the midwest area.



Pulse proves KMA has the audience...and sales results prove that it's a loyal audience with money to spend.

Enough said?

Join the 218 spot users who get sales action on KMA.

THE HEART BEAT OF THE CORN COUNTRY

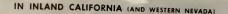


SHENANDOAH, IOWA

JU WATTS, 960 KC AB

Attilizated with COLOR TELEVISION

R K M T V OMAHA



# BEELINE RADIO delivers more for the money

MARIAN DAGMAR ANTA

Outstanding farm programming is one reason the Beeline delivers the largest audience in the nation's richest and most diversified farm area. Each of the five Beeline stations has its own farm editor working closely with McClatchy newspaper editors to give listeners the most complete coverage in the inland valley. Result: top-rated farm programs in each area.

Taken as a group, these mountain-ringed radio stations deliver more radio homes than any combination of competitive stations... at by far the lowest cost-per-thousand. (Nielsen & SR&D)

Mc Clatchy

Broadcasting Company

SACRAMENTO, CALIFORNIA Paul H. Raymer Co., National Representative KOHO RENO
KFBK O SACRAMENTO
KBEE O MODESTO
KMJ O FRESNO

KERN • BAKERSFIELD

#### FARM STATIONS

(Cont'd from page 43)

programing done by smaller stations may more than make up for what is apparently a decline in the amount of farm programing on some stations. The reasons for this decline are varied and they are not all bad. In some cases, farm programing has been tightened up to give it more impact. For example, a survey by WLW, Cincinnati, this year showed farm interviews ranked lowest in popularity among the various types of farm shows. Even before this, some stations, sensing the same feeling about interviews, reported dropping them in favor of market, news and weather material of more direct concern to the farmer's pocketbook. Certainly the talkathons that characterized farm station programing years back have gone by the board.

Another factor was cited by KXO. El Centro, Calif. Riley Gibson, general manager of the station reports that "the upswing in farm income is resulting in increased farm advertising over KXO, although by no means all of it is placed within established farm programing. Advertisers are beginning to realize that farmers are people, not a peculiar group different in dress, food likes, social habits or any of numerous other accepted modes of modern living, including radio listening."

This new awareness and the resulting spread of farm ad dollars into radio shows other than strictly farm features, said Gibson, "seems to be causing some farm stations to review so-called farm programing." One of these stations was KXO itself, which dropped its 23-year-old noontime Grower's Journal, a half hour show, and incorporated it into a new Farm Hour in the early morning.

Still another factor in causing the cutting down in the amount of farm programing is the fast suburban growth in some areas. The subdivision of rich farmland in and around Los Angeles, for example, has had its effect.

One farm director, Wally Erickson of KFRE, Fresno, a CBS affiliate, said, "Certainly, some of the stations have been down-grading their farm programs, and evidence points to an acceleration of this movement with the advent of the music-and-news trend. I don't think many stations have dispensed with their farm departments, but in quite a number of cases the farm broadcast time has been cut back and

perhaps moved to an earlier time in the morning. My information is that this type of thing is more pronounced in metropolitan areas, where farm broadcasting has been losing some strength in recent years, anyway. In an area like Fresno, the heart of a still-growing agricultural area, my management tells me that it has no plans to de-emphasize farm broadcasting."

KRFE has 1½ hours of programing daily, with morning, noon and early evening segments sold out to 10 sponsors.

Some advertisers are not too happy about the farm programing developments noted above. Spencer Chemical's advertising director, M. H. Straight, noted also the "tendency of certain farm stations located in urban centers to minimize their farm program content and schedule an increasing number of broadcasts to the urban market. This disturbs us, and if it is a trend, we hope it doesn't continue."

Lest the impression get around that farm radio programing in general is declining, listen to Fred Phillips of the Bert S. Gittins agency radio and to department. The Milwaukee Agency numbers Allis Chalmers and Swift among its farm radio and tv users.

"Farm radio is healthy," Phillips said. "More and more companies are looking to radio to reach the farmer. Many stations are increasing the hours of farm programing to take care of this demand."

Another comment along this line comes from Hercules Powder Co., whose toxaphene is an ingredient used in insecticides. Agricultural Advertising Manager Edward H. Ginn stated: "The inclination by some stations to add informative farm programs to their schedules is important to us as potential advertisers because we believe farmers will make a strong effort to follow these programs." Ginn added, however, that he doubted whether enough stations were doing this to constitute a trend.

Music-and-news: While farm service programing is the key element in farm radio, increasing attention is being paid to urban-type music-and-news formats. Occasionally, this attention, as pointed out previously, is caused by metropolitan farm stations seeking to boost their urban area ratings. Except for a once-in-a-while area survey, the Hoopers and Pulses & on get out into farm areas and, while Nielsen measures total station listening, the NSI market list is limited. Furthermore, for a bigcity station the urban audience has to be its most important concern.

However, this is not the only reason for the interest in popular music. There have been a number of admen and broadcasters who felt that a popular music format combined with farm service programing would also go over with the farmer—and particularly his wife, who controls the dial between meal times.

One of those subscribing to this theory was John Dow, quoted previously, who pointed out in an interview published in spoxson's farm section three years ago (31 October 1955) that farmers often were dialing one station for farm service features and another for music.

The article impressed two men who had just taken over management of a station and were thinking along the same lines. They were Egmont Sonderling and Alan Henry, president and vice president, respectively, of the newly-acquired KNEL, Waterloo, Ia., a 50,000-watter (clear channel) at 1540 on the dial in a metropolitan corn belt market of about 125,000.

At the beginning of 1956, bolstered by an experienced farm director (Ralph Vogel of WHO), KXEL instituted a tighly controlled music format. After some trial and error, the following formula emerged: 75-85 records a week, divided into three types—(1) top 40, (2) about 20 records culled from what could be called hits of yesteryear and (3) another 20 tunes or so from the new crop of recordings which look promising and fall into the group, ranking between 41 and 100 in popularity.

As in many music-and-news operations, the top 40 has a distinctly local slant. The rankings of recordings are taken from four record stores in the area plus Billboard and Cash Box. Henry said that, roughly speaking, 65% of the emphasis is on the local record stores. Control of the disk jockey is lifted only to allow him to pick one record on his own, something like a Lucky Strike "extra." However, the record must be from an album.

As for rock 'n' roll, if it shows up in the popularity ranking, it's played. However, no r&r is allowed in the morning and jocks aren't permitted to play two rocks in a row. "Naturally," said Henry, "the music must be more



22 Years of FARM BROADCASTING GOOD MORNING SHOW 6-6:30 AM M-F

Tri-State FARM & HOME HOUR 12:15-12:30 PM M-F

Tri-State FARM FAMILY FORUM

12:30-1 PM Sundays

with FULL COOPERATION of

West Virginia and Ohio Extension West Virginia and Ohio Extension West Virginia Food Marketing Service Recreation Specialists West Virginia Farm Bureau Wild Life Contervationist Wild Life Contervationist Wild Life Contervationist West Virginia W. Vo.-Ag instructors west Virginia W. Vo.-Ag instructors west Virginia W. Vo.-Ag instruction Service Ohio State University Extension Service Centryl Farm Agents of Ohio, W. Va. and Chapt Farm Agents of Ohio, W. Va. and

Pa. U. S. Department of Agriculture

REACH

142,000 FARM HOMES 643,000 FARM POPULATION thru

in the Pittsburgh-Wheeling area

tempered and watched closely so as not to offend the farmer, whose average age is slightly higher than the average age of his city dwelling counterpart." (Ed. note: Census Bureau figures show a seven-year difference.)

While KXEL sounds a great deal like a metro indie (broadcast aids and singing jingles are liberally used), the personalities are more homey and there is a greater play of standards and big name personalities.

Other elements in the KXEL formula include (1) contests involving forced listening; (2) heavy emphasis on news, colorful news approaches and remote broadcasts with four mobile units, one for the farm department; (3) using d.j.'s to promote the station off the air via bookings at grange halls, county fairs, teen-age hops (one d.j. has a band, another a show troupe).

Henry won't say the KXEL format is the final word in appealing to the farm family but he reports national business up from \$35,000 in 1955 to \$200,000 in 1957, a substantial list of blue chip farm advertisers (there were no farm clients in 1955) and Pulse figures showing the station second in a 24-county area and first in its own market

A more conservative approach to the farm music problem has been taken by the Farm and Home Radio group, which covers the farmer through three small markets-KMMJ, Grand Rapids, Neb.; KXXX, Colby, Kan. and KFNF, Shenandoah, Ia.

As the result of three surveys, taken separately in the three states in which the group has stations, a list of the 1.500 best-liked tunes were culled from questionnaires. There was less than a 7% differential in the three surveys, according to Bill Martin, executive v.p. of the group.

These 1,500 tunes represent the bulk as well as the heart of the stations' music programing. Martin describes them as old-line standards. Stardust would be a good example. The surveys found that there were heavy preferences for the first 1,000, moderate preferences for the next 500. After that, said Martin, "the bottom drops out."

In spite of the fact that the musical list is a relatively long one, d.i.'s are completely controlled when it comes to laying out the musical schedule. Top sellers are dropped in every so often but are not generally permitted back to back.

Though the idea of top 40 programing for the farmer has intrigued the broadcast business, there is still a substantial group which feels the farmer must be catered to musically in a special way.

A particularly dim view of top 40 is taken by Bob Cooper, general manager of WSM, Nashville, whose Grand Ole Opry show has been a byword for farm music for years. Says Cooper:

"There seems to be no doubt that the farmers have a very special taste in music. It revolves around the expansion of a simple melody and has no counterpart in the type of music usually found in the top 40. The simple fact that the type of music known as Country and Western has developed into a \$50 million a year business mainly through the support of the farm people should give ample evidence of the type of music they enjoy and want on their broadcasts.'

Further evidence of the solid appeal inherent in a conservative approach is offered by the National Farm and Home Hour, which is observing its 30th year on NBC Radio and starting its 14th year as an advertising vehicle for Allis-Chalmers.

Jerry Seaman, radio and tv director of the Gittins agency, which handles the show for A-C, says about the show's format: "Music by the Homesteaders orchestra is an important part of every show. Most of the music consists of the old favorites, often with new arrangements, but occasionally the orchestra will use one of the newer standard tunes."

Some admen theorize, though they admit they can't prove it, that country music will tend to be more popular among the older generation while popular hits of the day will usually go over with young farm adults. If true, the implications are clear: in time, country music will wither away for lack of an audience.

Advertisers: Farm radio and tv are as flexible a pair of media as you'll find, and they are used for about as many reasons as there are marketing problems. Here are some examples of current users:

Hercules Powder: This chemical company makes an ingredient-toxaphene which other manufacturers incorporate into their insecticides. Therefore the prime object of Hercules in using farm radio and tv is to impress the

(Please turn to page 58)



#### KCMO-Radio gets farm news first too

Our coverage of farm news starts where news begins—on the farms and with farmers.

And it ranges over the whole farm scene - from feedlots, stockyards, and experimental stations all the way to the State Houses and Washington, D. C.

The men who follow the facts are men who know what makes Midwest. farm news. They're career journalists-professionals all. Born, reared, educated right here in the American heartland.

And behind them are the far-reaching news lines of CBS and KCMO'S world-wide services. From the neighboring farm to agriculture's farthest frontier, you're in the know on KCMO-Radio.

BASIC CBS RADIO 810 kc.

Kansas City MO-radio

# RBII

#### his week in New York with ARBITRON RB introduces a new era in television research . . . instantaneous

RB introduces a new era in television research . . . instantaneous ctronic audience measurement around the clock, every day of the r. ARBITRON daily reports are now being issued on a regula sample basis in New York and will be shortly available in Logeles, Chicago, and a multi-city network. For other areas requiring applete research coverage of all programs instantaneously every ute of every day, it represents the ultimate measurement tool RBITRON is a complete departure from other techniques . . . a mendous breakthrough that reflects where research—television and

erwise—may be taking industry tomorrow. ARB introduces it today

#### Topeka has 1 TV Station **WIBW-TV** is it



That's Why NOBODY FROM NOWHERE Can Saturate TOPEKA like

WIBW-TV SATURATES TOPEKA



#### ALL DAY - ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Tapeka Farm market. WIBW-TV commands the viewing audience. Note current survey figures:

- Share of Audience Manday-Sunday 7-45-12 N
- 12 N.-6 p.m. 6 p.m.-12 Mid. 57.0% 50.3% 51.1% In the 447 rated quarter-hours...
  WIBW-TV ranked FIRST.
- In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of
- w/IBW-TV serves 38 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year.
- \$719,277,000.00. 1730 15 0 --• WIBW-TV saturates 218,190 TV homes.
  (NCS-#3)

#### Survey Figures Prove WIBW-TV's Value

Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, accord-ing to a current survey.

#### Share of Audience Monday-Sunday

7:45 7:45 12N 6 p.m. 12N 6p.m. 12 Mid. WIBW.TV, TOPEKA 57.0% 50.3% 51.1% Sta. A, Kansas City 10.7 10.0 Sta. B, Kansas City 6.1 Sta. C, Kansas City 13.4

WIBW-TV CBS-ABC Channel 13 Topeka, Kansas REPRESENTED BY AVERY-KNODEL, INC.

(Cont'd from page 54)

toxaphene name on consumers so they will ask for brands which include it.

"We believe," says Edwin H. Ginn, agricultural advertising manager, "that farm radio and tv have stimulated the consumer demand for our product and helped develop acceptance of modern insect control methods."

Hercules wants a wide audience. Ginn explains: "The use of agricultural insecticides is growing steadily and the job of advertising is largely one of educating non-users to the advantages of insect control rather than reselling present customers.'

Toxaphene advertising gets a heavy play in cotton areas since it is effective against boll weevil. The agency, Fuller & Smith & Ross, uses about half a dozen key stations the year round. During the season, April through August, the station list may go as high as 20. Bernard G. Rasmussen, manager of broadcast media for Hercules, reports also that four or five tv stations are also used.

Spencer Chemical: This is another firm which sells to manufacturers but uses air media to build brand consciousness among consumers. The company markets ammonium nitrate-and beginning next year-urea fertilizers in a 25-state area.

Ad director M. H. Straight said Spencer has found radio of "considerable benefit" and will use radio again this coming spring. Plans call for a lineup of 24 stations. Spencer reported a disappointing sales picture last spring but, with an increased ad budget, is looking forward to an "excellent" year in 1958-59.

Allis-Chalmers: A sponsored network radio hour is a rare bird these days but A-C has been faithfully advertising over the National Farm and Home Hour (which recently celebrated its 30th anniversary) since 1945.

The show, produced by the Bert S. Gittins agency, offers a number of benefits to the client. It promotes the A-C line of farm equipment-tractors, harvesters and tillage implements. In recent months commercials have also featured the company's line of construction machinery and utility trac-

While most of the commercial time is devoted to selling these products, ads occasionally call attention to the sponsor's corporate advertising campaign in a number of national magazines. This campaign often gets into some of the company's non-farm activities, such as atomic energy or electric power equipment.

The show also provides A-C with a value that's hard to measure but is nonetheless important. It has permitted Allis-Chalmers, because of the program's tie in with the U. S. Department of Agriculture, to work very closely with all types of influential farm officials and groups, from the Secretary of Agriculture and national farm organizations down to township officials and local farm groups.

Standard Oil of California: In farm radio for 12 years, the California concern recently increased its use of the medium. Alan Dortmund, Standard's farm advertising specialist, calls farm radio "one of the best means of reaching the farmer on a daily basis at a time when he is thinking about petroleum products."

Standard's preferred time is early morning, before the farmer services and refuels his farming equipment for the day. "Once he heads for the fields," Dortmund said, "we feel we've lost him."

Standard produces more than 100 petroleum products for farm use. In addition to such major items as gasoline, diesel fuel, lubricating oil and greases, ad time is devoted to such special items as Chevron Cotton Picker oil and seasonal products like heating

The petroleum company watches its marketing dollar carefully, concentrates on its primary farm markets. However, it does not cut corners. Programs are bought rather than announcements and Standard does not jump in and out of the medium.

Standard sponsors Henry Schacht's Farmer's Digest, KNBC, San Francisco. a half-hour, Monday through Friday: Wally Erickson's Standard Farm Reporter, KFRE, Fresno, a quarter-hour Monday through Friday and Jim Todd's Standard Farm Highlights, KFI. Los Angeles, a quarter-hour, Monday through Saturday.

Consistency is a key to Standard's approach, notes BBDO account execu tive Jerry Parrick. He said the client seeks to establish a feeling of long-term friendship and a source of authorita tive information.

Swift: The Gittins agency handle three farm divisions of Swift and al three use air media. Swift's Agricul tural Chemical division is the heavies user, employing about 25 radio sta

#### SPONSOR-PERSUADER



## SELOSO STEN (POUNDS OF TRUE POUNDS OF TRUE PRECORDER

ake the weight off your back and add it to your presention. Carry your own Geloso STENOTAPE Recorder hen you make the rounds. STENOTAPE Recorder

eighs less than your flopover; takes up o more desk space than a telephone. Opates right in the carrying case. STENOAEE Recorder is ready to roll before e client has finished admiring your inenuity. This "conversation piece" TENOAPE Recorder delivers a qualy of reproduction you'd expect only in

far heavier, far more costly tape recorders. It has two speeds, simple push-button controls, plays up to two hours per reel. Absolutely free of backlash, flutter, torn tape.

Uses standard tape. Total cost, including conference microphone, spare reel, starter tape, and cordovan finish carrying case: just \$179.95 complete. Foot-pedal and Finger-tip dictation/transcription controls available. Write Today for details. American Geloso, Dept. SP, 312 Seventh Ave., New York I, N. Y



EVERYBODY LISTENS WHEN YOU MAKE IT EASY FOR THEM (AND YOURSELF) WITH STENOTAPE BY GELOSO

tions. Products include five plant foods and Swift's Gold Bear pesticides. A few programs are sponsored for plant foods on a year-round basis but most of the emphasis is on five-minute shows in the spring.

The division also uses tv in a variety of forms: minutes, 20 seconds, five minute programs and early evening weather shows.

The Hatchery Division uses about 20 radio stations, mostly in the Midwest. One-minute spots, five times a week, plug Ski-Hi and Sex-Sal-Link layers. Swift's feed division buys spots on seven am outlets, primarily large regional stations.

Jerry Seaman, Gittins' radio-ty director, said concerning the commercial approach: "All three Swift divisions use a recorded bagpipe music and jingle ahead of their commercials to get attention and provide a memory bridge between the various divisions. This theme ties in closely with print media, which features a Scotch plaid border on the bottom of each ad. Plant food and feed bags have a plaid design, and the baby chick boxes carry the plaid as well."

Dow Chemical: A summary of Dow's view of farm radio and ty comes from W. F. Richards of the firm's advertising department: "Farm radio and/or tv has done a sales job for us in specialized cases. We sponsored the Red Foley Show nationally with what we consider good results. We have carried spot radio in various parts of the country as a plus to our basic space advertising. We feel that it allows us flexibility in our timing, which is important in an agricultural market. We have purchased tv on a spot basis in selected markets. We have not considered it effective nationally. However, in markets which have a heavy rural audience, it can be used effec tively."

Walnut Grove: This Atlantic, Ia., firm handled by The Dow Co., is one of the largest livestock feed manufacturers in the cornbelt. This year the firm wil use six to eight semi-saturation spo schedules, each one week long, on some 30 radio stations. About four or five of these outlets can be considered regional, the others are small town stations.

The client also (1) buys sports or WHO and WHO-TV, Des Moines WOW-TV, Omaha, and WMT-TV Cedar Rapids, (2) uses consistent spo radio schedules in certain new terri tories, usually over regional stations

The emphasis on sports and spots i a switch for the client, who, a fev years ago, was using only farm con mentary. Since the change, however sales have more than doubled; th client now has three plants and fourth under construction, while i 1956 it had only one plant.

Plymouth Cordage: This maker of binder twine for harvesters spreads low budget over 185 stations, most c them small. Involving a heavy wor load for the agency (the stations at usually handled by reps on a per-orde basis), Fuller & Smith & Ross uses th stations to tie in with dealers.

Current air strategy is hit the farme with a four week campaign in Ma

Farm tv: Farm advertisers have healthy respect for tv as a medium It is still, however, secondary to rad so far as farm advertising is concerne The major reason cited is that the are not enough good farm shot around. With the increase in farm ownership, clients are looking for a improvement.

There is no expectation, however

#### FRANKLIN

#### **OKANOGAN**

12 County Inland includes 136,000 mil Thomes and 439.000 people...nearly 20,000

farms and hundreds of year 'round payroll healthy \$748,540,000 annual Income and

\$466,404,000 in Fretail sales KPQ RADIO COVERAGE

#### Guarantees Results 2 to 1

We'll guarantee 2 to 1 results over any other North Central Washingyour one of the results over only other room central washing-ton advertising medium, and we challenge only to disprove us. When you buy Inland Washington, there's no need to experiment. Buy one that GUARANTEES RESULTS, buy KPO Wenatchee . . . selected network programs interspersed with local shows for which the people express preference.

KPQ WENATCHEE 5000 W 560 KC EST. 1929

NATIONAL REPS. Forjoe & Co.

NATIONAL SALES PACIFIC NORTHWEST Art Moore & Assoc Pot O'Holleron

NOrmandy 3-5121, Wenotchee

\*A DISTINCT AND SEPARATE MARKET FROM SEATTLE'S COASTAL REGION, AND SPOKANE'S INLAND EMPIRE

SPONSOR • 25 OCTOBER 195



Bruce Davies, our new Farm Director, comes to KFAB from Chicago where he was Farm News Editor for Station WLS. Prior to that, he was well known in the Chicago area through his daily livestock market reports from the Chicago Stock Yards.

In addition to his daily radio broadcasts, Bruce wrote and narrated a special television market film known as the "Chicago Market Report," that was aired weekly on 42 TV stations in the Midwest. At the same time, he originated and aired a marketcast daily from the Stock Yards expressly for the Iowa Tall Corn Network.

The large segment of KFAB's audience, vitally interested in agriculture and livestock, makes Bruce's pertinent, informative farm commentary a daily listening habit.





Everything's GREEN
in the
Nation's 7th Farm County\*

including a big new crop of MONEY!

Be sure to get

#### YOUR SHARE

of our most popular crop-"Lettuce"

Year around agriculture 1957 value of Farm Production: \$150,296,000.00\*

· Itemized summary available on request

#### KXO

#### For farm programing

Greater audience than next 2 Valley Stations combined!

(Also, check Nielsen for amazing figures)

KXO is Imperial Valley's Greatest Single Advertising Medium, because no one else reaches Imperial Valley like KXO.

> In 1957 KXO set a new record of national business UP 46%

without a rate increase

Even higher this year with 43 Nat'l. Accts. thru Oct.

For response-able radio Put your money where our mouth is.

\*SALES MANAGEMENT REP: Paul H. Raymer Co. of any tremendous leap forward on the part of farm tv. Explaining why is Fred Phillips of the Gittins agency:

"While tv often is considered as an extension of radio, it is doubtful if farm tv will develop in quite the same way as farm radio. Most farm radio programs started on a public service basis. The population was heavily rural (as late as 1939 almost one-fourth of our population actually lived on farms).

"The picture is different with tv. Very few farm tv programs start without a sponsor, or without hopes of landing one before the budget runs out. And today less than one out of every eight people live on farms.

"To make it even more difficult for farm it to succeed, ratings have become an important measure of a station's success. Since ratings are based largely on urban viewing, any program designed especially for farmers is going to suffer by the preponderance of sampling among people who have no particular interest in the show.

"Despite all these obstacles, and despite its high cost, some day tr will be widely used by farm advertisers. Several stations already are doing an outstanding job programing to farmers—and making it pay. And there are a lot of farm advertisers who would use more tv if there were more such stations."

The future: In building up its farm programing, one problem tv (as well as radio) will have to solve is whether to broaden its appeal.

This is an issue because of the decline in the farm population and, hence, farm broadcasting's potential audience.

Some broadcasters feel the problem will solve itself. This group contends that the population decline is being off-set by (1) the fact that the farmer's consumer income is growing at a faster rate than the non-farm family and (2) the fact that the average farmer's business buying power is growing as the size and complexity of the average farm increases.

Others feel that farm broadcasting should try to bring urbanites and suburbanites within its ken. KFRE's Wally Erickson thinks "the station farm director should be aware of the changing trends in agriculture and pattern his appeal accordingly. We do that by interpreting agriculture to city people, by farm-city relations type activities and by including the city audience in with tips on home gardening, horticulture and floriculture." Erickson also includes under this heading reporting about businesses related to farming and farm politics.

While a number of broadcasters will go along with Erickson, one warning is often given. As expressed by Orville Rennie, Sr., promotion manager of KOA, Denver, it is this:

"If we are to appeal to any audience but the farmer or rancher such as the suburbanitie—it seems to me we should do so with shows designed and timed for that particular audience and not dilute our farm service with nonagricultural material."

And, it might be added, with the individual farmer increasing his investment, he has become too valuable to provide anything but the best farm service. And this farm broadcasting is determined to provide

#### FARM MARKET

(Cont'd from page 45)

number who do is still one out of four. Of course, in a country as large and complex as the U. S., farm conditions are not identical. Yet, all of the six major regions showed increases in cash receipts from farming. The West North Central states (more commonly called the Midwest) and South Central States did particularly well. The increase in the latter amounted to slightly less than 20%.

The farmer is still not as well of as he was at the peak of the Korear boom—when realized net income from farming averaged \$2,739 per farm. A a matter of fact, the 1957 net income figure of \$2,232 per farm was a low point for the 50's.

The important thing, however, i that, over the long-term, the farmer i going ahead, not backward. It ha been said many times before but i cannot be stressed too often that "agri business" has replaced agriculture-not so much in terms of corporat farming but in the growing size, con plexity and mechanization of the family-operated farm.

The farmer is buying out his neiglbor's land. He has three times as man trucks and tractors as in 1940. He is using chemicals in farming at a rapidly growing rate. He needs an accountated to go over his books. When you start worry about taxes, you've arrived.

VOTE of CONFIDENCE FOR Radio WOW OMAHA!

3,000 families voted at the Nebraska State Fair — It was a clean sweep for Radio WOW!



### Most Popular Newscaster

Ray Clark and Merrill Workhoven. These two WOW stars polled 59% of total vote ... ran 1 - 2!



### Most Popular Disc Jockey

Joe Martin of Breakfast Bandstand, of course! WOW disc jockeys got 40.6% of the total vote.



### Favorite Farm Service Broadcaster

Mal Hansen and Arnold Peterson by a country mile!



For Radio — 32% of adults said Radio helps most in day-to-day farm operation — away ahead of television, newspapers, farm magazines and newspapers.



For WOW — If only one of all leading stations listed could stay on-the-air, 36% would choose WOW! This proves believability... and listener loyalty!



A summary of the complete vote is now available for Agencies and Clients. Write Bill Wiseman, Sales Manager, Regional Radio WOW, Omaha, Nebr.

## REGIONAL RADIO WOW

Omaha CBS AFFILIATE

A MEREDITH

FRED EBENER, Sales Manager
BLAIR-TY Representatives

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

STATION

### **TELEPULSE**



## RATINGS: TOP SPO

| -    |       |   |         |                           | _                       |                           |                            | _                         |                           |                           |                            |                            |                            |                           | _                        | 40   |
|------|-------|---|---------|---------------------------|-------------------------|---------------------------|----------------------------|---------------------------|---------------------------|---------------------------|----------------------------|----------------------------|----------------------------|---------------------------|--------------------------|------|
| Rank | Past* | Top 10 shows in 10 or more markets<br>Period: 2-9 September, 1958 | Average | 7-STATI<br>MARKE          |                         | 6-STA.<br>MARKET          | 5-STA.<br>MARKET           |                           | 4-STATION MARKETS         |                           |                            | 3-STATION                  |                            |                           |                          |      |
| new  | rank  | TITLE, SYNDICATOR, SHOW TYPE                                      | ratings | N.Y. I                    | L.A.                    | S. Fran.                  | Seattle                    | Chicago                   | Detroit                   | Milw.                     | Mapis.                     | Phila.                     | Wash,                      | Atlanta                   | Balt,                    | 18   |
| 1    | 1     | Highway Patrol (A)  | 17.3    |                           | kttv<br>:30pm           | 15.9<br>kron-tv<br>6:30pm | 22.9<br>kome-tv<br>7:00pm  | 15.9<br>wgn-tv<br>8:00pm  | 18.2<br>wjbk-tv<br>9:30pm | 5.5<br>wisn-tv<br>9:00pm  | 17.7<br>kstp-tv<br>10:30pm | 12.5<br>wrev-tv<br>10:30pm | 12.9<br>wtop-tv<br>7:00pm  | 24.5<br>waga-tv<br>7:30pm | 11.4<br>wmar-<br>7:60pr  | tv.  |
| 2    | 3     | Silent Service (A)  | 17.0    |                           | 7.7<br>kres<br>:30pm    | 13.5<br>kron-tv<br>7:00pm | 25.7<br>king-tv<br>7:30pm  | 15.9<br>wnbq<br>9:30pm    | 17.9<br>wjbk-tv<br>9:00pm |                           | 8.9<br>wten-tv<br>9:00pm   | 12.2<br>wfil-tv<br>6:30pm  | 11.5<br>wmai-tv<br>7:00pm  | 13.5<br>waga-tv<br>7:00pm | 13.3<br>wbai-1<br>10:30p |      |
| 3    | 2     | Whirlybirds (A)   | 16.6    | wpix k                    | 12.4<br>thj-tv<br>:30pm |                           | 2.5<br>ktnt-tv<br>7:30pm   |                           |                           | 24.0<br>wtmj-tv<br>9:30pm | 18.2<br>kstp-tv<br>9:30pm  | 12.2<br>weau-tv<br>7:00pm  |                            | 22.9<br>wsb-tv<br>7:00pm  | 19.:<br>wjz-t<br>8:30pi  |      |
| 4    | 4     | Honeymooners (C)  | 16.9    | wrea-ty 1                 | knxt<br>30pm            | 16.2<br>kron-tv<br>7:00pm | 19.5<br>king-tv<br>6:30pm  | 14.2<br>wgn-tv<br>9:30pm  |                           | -                         | 14.5<br>wcso-tv<br>6:30pm  | 14.5<br>wrev-tv<br>7:00pm  | 9.5<br>wre-tv<br>7:00pm    | 19.5<br>wsb-tv<br>7:00pm  |                          |      |
| 5    | 6     | Mike Hammer (M)   | 16.2    |                           | 9.4<br>rea-tv           | 12.5<br>kron-tv<br>7:00pm | 15.4<br>king-tv<br>10:00pm |                           |                           |                           | 12.5<br>weeo-tv<br>9:30pm  | 14.5<br>wenu-tv<br>10:30pm | 11.2                       |                           | 7                        |      |
| 6    | 3     | Sea Hunt (A)  | 15.2    |                           | 10.2<br>kttv<br>:30pm   | 16.5<br>kron-tv<br>7:00pm | 23.7<br>king-tv<br>7:30pm  | 16.9<br>wgn-tv<br>8:30pm  | 19.9<br>wjbk-tv<br>7:00pm | 6.4<br>wtmj-tv<br>10:15pm | 11.9<br>wten-tv<br>9:00pm  | 3.9<br>wvue<br>8:30pm      | 11.5<br>wmal-tv<br>10:30pm | 13.5<br>wsb-tv<br>10:30pm | 12.8<br>wbal-1           |      |
| 7    | 5     | Death Valley Days (W)   | 14.6    | 7.6 1                     | 14.4<br>ren-tv          | 8.2<br>ktvu<br>7:30pm     | 16.2<br>komo-tv<br>8:00pm  | 9.5<br>wgn-tr<br>9:30pm   | 17.9<br>wwj-tv<br>7:00pm  |                           |                            | 11.5<br>wrev-tv<br>7:00pm  | 16.5<br>wre-tv<br>7:00pm   | 9.2<br>wiw-a<br>6:30pm    | 8.8<br>wbal-t<br>7:00pr  | 7    |
| 8    | 7     | Sheriff of Cochise (M)  | 14.1    | 3.7 1                     | 13.8<br>kttv<br>:30pm   | 14.5<br>kron-tv<br>7:00pm | 17.4<br>king-tv<br>9:00pm  |                           | 18.2<br>cklw-tv<br>7:00pm | 11.2<br>wisn-tv<br>9:30pm | 7.2<br>kstp-tv<br>9:30pm   | 7.2<br>weau-tv<br>7:00pm   | 13.5<br>wre-tv<br>7:00pm   | 17.5<br>wsb-tv<br>7:00pm  | 8.8<br>wjz-t<br>9:30pr   | N.   |
| 9    |       | State Trooper (A)   | 13.8    | 11.2                      | 4.4<br>thj-tv           |                           | 8.5<br>ktnt-tv<br>8:30pm   | 19.5<br>wnbq<br>9:30pm    | 9.2<br>ckiw-tv<br>7:00pm  | 25.5<br>wtmj-tv<br>9:30pm |                            | 11.2<br>wrev-tv<br>7:00pm  | 6.5<br>wmsi-tv<br>10:00pm  |                           | 10.8<br>wbai-t           | 819. |
| 10   | 8     | Gray Ghost (A)  | 13.7    | wpix 1                    | 6.2<br>kttv<br>:00pm    | 11.9<br>kron-tv<br>6:30pm | 16.5<br>king-tv<br>6:00pm  | 11.5<br>wgn-tv<br>9:00pm  |                           |                           |                            | 11.5<br>weau-tv<br>7:00pm  |                            | 9.5<br>wage-tw<br>7:00pm  | 7.8<br>wiz-t             |      |
| 10   | 9     | Twenty-Six Men (W)  | 13.7    | wabe-tv kr                | 7.9<br>rea-tv           | 11.5<br>ktvu<br>7:00pm    | 13.9<br>komo-tv<br>7:30pm  | 6.2<br>wgn-tv<br>8:00pm   | 14.9<br>wxyz-tv<br>6:30pm |                           | 6.9<br>wten-tv<br>9:00pm   |                            | 12.5<br>wmal-tv<br>6:30pm  | 5.9<br>whv-a<br>6:30pm    | 1                        | 19.  |
| Rank | Past* | Top 10 shows in 4 to 9 markets                                    |         |                           |                         |                           |                            |                           |                           |                           |                            |                            |                            |                           |                          | -    |
| 1    |       | Star and the Story (D)  | 13.7    | 2.2<br>wnew-tv<br>8:00pm  |                         |                           |                            |                           |                           |                           |                            |                            | 7.9<br>wttg-tv<br>8:30pm   |                           |                          |      |
| 2    |       | Dial 999 (M)  | 13.4    |                           |                         | 11.9<br>kron-tv<br>7:30pm | 12.9<br>kiro-tv<br>9:00pm  |                           |                           |                           |                            |                            | 9.5<br>wtop-tv<br>7:00pm   | 10.5<br>wsb-tv<br>7:00pm  |                          |      |
| 3    |       | Decoy (M)   | 12.9    |                           |                         | 14.5<br>kpix-tv<br>9:30pm | 12.5<br>king-tv<br>10:00pm |                           |                           |                           | 8.5<br>wten-tv<br>9:00pm   |                            | 5.5<br>wtop-tv<br>7:00pm   | 5.2<br>wiw-a<br>10:36pm   |                          |      |
| 4    | 3     | Doctor Hudson's Secret Journal (D)                                | 11.8    |                           | 8.4<br>ktts<br>30pm     |                           |                            |                           | 16.4<br>wwj.tr<br>10:30pm | 9.5<br>witi-tv<br>9:30pm  |                            |                            |                            |                           | 4.3<br>wbai-<br>2:30p    | 1    |
| 5    | 4     | Casey Jones (A)   | 11.2    |                           | 6.9<br>kttv<br>30pm     | 6.5<br>kpix-tv<br>6:00pm  | 6.2<br>ktnt-tv<br>7:00pm   |                           | 16.2<br>wwj-tv<br>7:00pm  |                           |                            |                            | 5.5<br>wtop-tv<br>7:00pm   |                           | 17.<br>wjz-t<br>7:30     |      |
| 6    |       | Official Detective (M)  | 11.1    | 4.1<br>vnew-tv<br>10:30pm |                         |                           | 9.2<br>ktnt-tv<br>9:00pm   | 6.5<br>wgn-tv<br>8:30pm   |                           |                           | 5.9<br>kmsp-tv<br>8:00pm   | 9.9<br>weau-tv<br>6:30pm   |                            |                           |                          | 20.  |
| 7    |       | Kit Carson (W)  | 10.9    | ka                        | 8.4<br>ibe-tv<br>:30pm  |                           | 13.5<br>king-tv<br>6:00pm  |                           |                           |                           | 7.2<br>wten-tv<br>5:00pm   |                            |                            | 7.5<br>wiw-a<br>6:00pm    | 19.<br>wjs-<br>5:00p     | 12   |
| 8    |       | Badge 714 (M)   | 10.8    |                           | 9.2<br>kttv<br>:00pm    | 6.5<br>ktvu<br>7:00pm     | 14.4<br>king-tv<br>10:00pm | 3.5<br>wnbq-tv<br>11:00pm |                           | 10.5<br>witi-tv<br>9:00pm | 11.5<br>kstp-tv<br>10:30pm |                            |                            |                           | 8.8<br>wmar<br>6:30;     | 13.  |
| 9    | 6     | Captain David Grief (A)   | 10.7    |                           |                         |                           |                            |                           |                           |                           |                            | 6.2<br>wrev-tv<br>7:00pm   |                            |                           | 6.:<br>wbal-<br>7:00r    |      |
| 10   | 2     | Union Pacific (W)   | 10.2    | ko                        | 6.7                     |                           | 17                         |                           |                           |                           |                            |                            |                            |                           | 6.00<br>6:00             | -    |

Show type symbols: (A) adventure; (C) comedy; (D) drama; (Doc) documentary; (K) kids; (M mystery; (Mu) musical; (S) sport; (SF) Science Fiction; (W) Western. Films listed are yieldcated, & hr., % hr. & hr. length, telecast in four or more markets. The average rating is

not broadcast in this market 2-9 Sopt. While network shows are fairly stamonth to another in the markets in which they are shown, this is true to much less syndicated shows. This should be borne in mind when analyzing rating trends from

## LM SHOWS

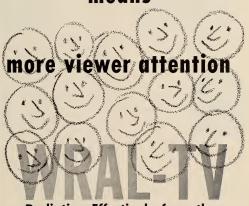
| _                 |                            |                            |                           |                            |                            |                            |  |  |
|-------------------|----------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|--|--|
| STATION MARKETS   |                            |                            |                           | 2-STATION MARKETS          |                            |                            |  |  |
| 10.               | Columbus                   | New Or.                    | St. Louis                 | Birm.                      | Dayton                     | Providence                 |  |  |
| .5<br>··tv<br>0pm | 18.7<br>wbns-tv<br>10:30pm | 24.9<br>wdsu-tv<br>10:00pm | 17.2<br>ksd-tv<br>9:30pm  |                            | 27.8<br>whio-tv<br>9:00pm  | 18.3<br>wjar-tv<br>19:30pm |  |  |
| .5<br>-tr<br>0pm  | 11.5<br>wtvn-tv<br>7:00pm  | 21.5<br>wdsu-tv<br>9:30pm  |                           | 27.8<br>wbre-tv<br>10:00pm | 34.3<br>whio-tv<br>9:00pm  | 17.3<br>wjar-tv<br>7:00pm  |  |  |
|                   | 12.2<br>wtvn-tv<br>7:00pm  | 22.9<br>wdsu-tv<br>10:00pm | 18.2<br>ksd-tv<br>10:00pm | 28.8<br>wbre-tv<br>8:00pm  |                            |                            |  |  |
| .2<br>-tv<br>opm  | 19.5<br>wbns-tv<br>7:00pm  | 29.5<br>wdsu-tv<br>9:00pm  | 11.5<br>ktv1<br>6:00pm    | 8.8<br>wjz-tv<br>10:00pm   |                            | 19.8<br>wpro-tv<br>7:00pm  |  |  |
|                   | 13.5<br>wtvn-tv<br>9:30pm  | 16.2<br>wwl-tr<br>9:30pm   | 18.7<br>ksd-tv<br>10:00pm |                            | 31.5<br>wblo-tv<br>10:30pm |                            |  |  |
| Ī                 | 21.0<br>wbns-tv<br>8:00pm  | 26.5<br>wdsu-tv<br>9:30pm  | 15.2<br>ktvi<br>8:30pm    |                            | 18.8<br>wlw-d<br>10:30pm   |                            |  |  |
| .5<br>-tv<br>ipm  |                            | 30.2<br>wdsu-tv<br>6:30pm  |                           | 18.8<br>wbre-tv<br>6:00pm  |                            | 24.5<br>wjar-tv<br>7:00pm  |  |  |
| .5<br>-tv<br>pm   | 10.2<br>wtvn-tv<br>10:30pm |                            | 15.5<br>ktvi<br>9:30pm    | 24.8<br>wbre-tv<br>10:00pm |                            |                            |  |  |
| .2<br>·tv<br>pm   |                            |                            |                           |                            |                            |                            |  |  |
| 3                 | 17.5<br>wbns-tv<br>7:30pm  | 15.5<br>wwl-tr<br>10:00pm  | 14.5<br>ksd-tv<br>9:30pm  | 22.3<br>wbre-tv<br>10:00pm | 24.3<br>whio-tv<br>7:00pm  |                            |  |  |
|                   | 13.5<br>wlw-c<br>10:30pm   | 19.5<br>wdsu-tv<br>10:30pm |                           | 32.8<br>wbre-tv<br>9:30pm  | 26.8<br>wlw-d<br>7:00pm    | 12.8<br>wjar-tv<br>7:00pm  |  |  |

|                                   | 34.3<br>whio-tv<br>8:30pm                      |
|-----------------------------------|--|
| 14.5<br>wdsu-tv<br>10:00pm        | 21.3<br>wbrc-tv<br>10:00pm                     |
| 17.2<br>wdsu-tv<br>10:00pm        | 22.8<br>wabt-tv<br>9:30pm                      |
|                                   | 22.8 18.8<br>white-tv wpre-tv<br>7:00pm 7:00pm |
| 17.5<br>wdsu-tv<br>6:00pm         |  |
|                                   | 21.3<br>wbic-tv<br>9:30pm                      |
| 1.5<br>om                         |  |
| 17.2<br>wbns-tv<br>7:30pm         |  |
| 14.5<br>wwl-tv<br>10:00pm         | 11.9<br>wabt-tv<br>10:30pm                     |
| 4 8.5<br>tr wtvn-tr<br>pm 10:00pm | 18.3<br>wjar-tv<br>7:00pm                      |

n other than top 10. Classification as to number of stations of own. Pulse determines number by measuring which stati costed by homes in the metropolitan area of a given mark taking the pulse of the market of the pulse of the market of the pulse of the

# LESS PROGRAM DUPLICATION

### means



## Radiating Effectively from the RALEIGH - DURHAM AREA

In the most densely populated section of its coverage, WRAL-TV has unduplicated NBC programming.

Exclusive program features also keep viewers throughout the area tuned to WRAL-TV. Channel 5.

Such programming is one of the important reasons why WRAL-TV has the top rating record in the thriving Raleigh-Durham market.

Another important asset is the Capital city location, center of attention for all Tarheels.

All this makes a powerful setting for your selling messages. Are you on?

4-CAMERA MOBILE UNIT . VIDEOTAPE RECORDER . LARGE NEW STUDIOS



## WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

### CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher, Vice Pres. & Gen. Mg.. Raleigh, North Carolina REPRESENTED BY H-R. INC.

## How's color doing in your market?

As more stations program local colorcasts to promote set sales, three active stations report how color progresses in their markets.

Fred Fletcher, vice pres. & gen. mgr., Raleigh, N. C.



Exposure is one answer

Believing that color is the next advanced step in television development and acceptance, WRAL-TV, Raleigh, North Carolina, went on the air fully equipped to transmit network color programs and local color film and slides.

Following are some of the methods used to promote the sale of color sets and the viewing of color programs.

Each month, Channel 5 mails a schedule of color shows to a list of set owners and set dealers in the coverage area who have requested this information. Dealers receive extra copies to be distributed in their showrooms.

During the World Series colorcasts, Channel five held "color parties" to which were invited business leaders of the community. The station served a buffet luncheon at each of these "color parties."

The NBC opera colorcasts were heavily promoted on the air as well as thru the mail school superintendents, organized opera companies, music clubs and little theatre groups were notified of each opera. Announcements on the air invited viewers to send for synopses were written and mailed by the station.

For NBC's March of Medicine series, the station notified service technicians and dealers, suggesting that color sets be placed in hospitals and other central locations. Several complied and favorable comment was received, particularly from physicians.

A color print of the motion picture Romeo and Juliet was secured from the film distributor and was sponsored on Channel five by the English Department of North Carolina State College. The station notified schools and little theatre groups by mail, and advised dealers of color sets to invite school classes to view this special color film in their showrooms, as it was featured at an early hour on Sunday afternoon. Heavy on the air promotion using color slides rendered by the station's art department was accompanied by the newspaper advertising of the color version of Romeo and Juliet.

In the monthly Channel 5 Telenews Letter which is mailed to viewers, television dealers and sponsors, mention is made of all outstanding color programs forthcoming on the station.

Channel 5 continually advised color dealers on methods to promote sales of color sets, such as opening showrooms at night and on weekends for the public, displaying window signs, and mentioning color in their newspaper advertising.

A color set is available to the public in Channel 5's own lobby. All network color shows are promoted on the air, with color slides and with newspaper and magazine ads.

A clinic of service technicians from a nearby city was held at our studios and transmitter. WRAL-TV's engineers explained the testing technique to maintain good color transmission and participated in a discussion which was beneficial to both station engineers and service technicians.

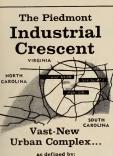
It is our feeling that color stations should be able to work out a plan with color set distributors to accommodate large groups, groups larger than would be convenient in a showroom. Exposure is one answer. Let's let the public in on this delight. Owen Saddler, exec. vice pres. & gen. mgr., KMTV, Omaha, Neb.



Special promotions help

The color future in our market is of a brilliant hue. We feel the color future that General Sarnoff has predicted is much closer to fulfillment than many people realize. At KMTV, we have been vigorous advocates of color programing since the inception of color broadcasting.

To give you an idea of how successful our color promotion has been, the city of Omaha, which was ranked 49th in color tv set sales in 1957, rose to seventh in the country in set sales in 1958. This was the result of intensive promotion of color by KMTV, RCA and the local color set dealers in Omaha, Our market, which incidentally is growing steadily, will probably be among the top areas of the country for color programing in the very near future and we plan a series of local color specials that will highlight the advantages of color tv to black and white set owners. We carried the World Series in color and the reaction of the people of Omaha was extremely gratifying. We plan to cover many special events in color in the near future when remote equipment is available. We have done such color specials as a series of operations performed in conjunction with the local hospital and sanctioned by the Omaha medical associations and the tremendously colorful and thrilling pageantry of our own Ak-Sar-Ben ceremonies in the city. Our garden programs, children's cartoon shows and even some of our news programs are done in color and the people in our viewing audience are as



The Ford Foundation dominated by:



Harrington, Righter & Parsons, Inc. New York + Chicago + San Francisco + Atlanta + Baston



### I'M GOING TRY THAT CANDY!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

color conscious as a girl with a new dress.

William B. McGrath, vice pres. & mgr. director, WHDH, Boston



Sale of is slow

Boston was one of the first markets to feel the brunt of the advertising campaigns conducted, first by Motorola, and later by RCA. Despite the impact of these well organized campaigns, the sale of color tv receivers has been slow. Best estimates of the industry are that there are between 12.000 and 15.000 color sets in this area, saturated 91% with black and white receivers.

This low saturation of color sets currently, comes despite the excellent color coverage from one network and the exclusive colorcasting of all the locally produced studio shows by Channel 5. Thus far, good color sets sales have been limited to only a few dealers in this area and those dealers that have had success with color set sales have made a major merchandising effort.

It seems to use in broadcasting that the one important requirement is a simplified color set, simplified not necessarily internally, but simplified substantially in tuning. At present even the easier-to-tune-in sets are far more complicated than straight black and white and the correct tuning of many color sets becomes somewhat of a problem for the average set owner.

Until the time comes when color sets are as simple to maintain as black-andwhite, we feel it will be difficult to convince the average purchaser that color

Although retail prices of color have not been a determining factor, many feel that the forthcoming price reduction by one of the larger manufacturers may have a stimulating effect.

Nevertheless, as a color tv broadcaster, we feel that color's future in the New England market is good. We are convinced that just as soon as the easy-to-tune and maintain color sets are available, color set sales will move up rapidly in this area.



## Anniversary WMAR-TV Channel -2 BALTIMORE

Celebrating Eleven Years Of Service to the vast Baltimore area, WMAR-TV, the Sunpapers' television station acknowledges with gratitude the cooperation of those who have made possible our public services, the patronage of sponsors, and the loyalty of viewers-all factors which have made WMAR-TV, like the parent Sunpapers, a modern tradition in the Free State of Maryland.



### SUNPAPERS TELEVISION, BALTIMORE, MD.

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM Represented by THE KATZ AGENCY, Inc. New York, Detroil, St. Louis, Son Francisco, Chicago, Allanto, Dollas, Los Angeles

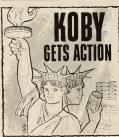


## SOME RUG CLEANER!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WCN-TV
Channel 9—Chicago



KOBY 10,000 watts

Sit in with your PETRY Man
In Denver it's KOSIin Greenville, Miss.-WGVM
MId-America Broadcasting Co.

BOSCO

(Cont'd from page 35)

three times a week. Two of these are major participations, with 15 minute segments that include two minute commercials plus an opening and closing billboard. The third is a minor participation, a single one minute spot.

Both the commercials and the premium were carefully engineered to fit into the show's format. The agency had many sessions with Clark before the sponsorship began, to get the flavor and feel of the show. They learned that some contemporary expressions, like "jazy" and "hep," were unacceptable to Clark's audience, while others, like "It's the most" were just fine. Copy was accordingly created and given to Clark to modify as he saw fit. "It was so close to his style," Baker reports, "that he used it almost straight."

Similar precautions went into picking the premium. "We were looking," says Russell Smith, assistant ad manager working for Bosco, "for a creative premium that grew from the show itself. We figured the record was a natural because kids like records, and they never have enough of them."

Clark agreed, when asked, and took charge of selecting the tunes and artists. "We were a little 'shook up' at Clark's lineup." Baker remembers, "and our first impulse was to ask about some Sinatra or Goodman selections. Obviously, he knows his audience better than we do."

No small measure of credit for the promotion belongs to Clark himself, believes Joseph R. Joyce, v.p. in charge of the agency's grocery products division. "Not only did he pick the tunes but he made it a personal sales story." he says. During the premium period Clark, in discussing the offer, repeated such things as "I picked these songs especially for you!" He also stressed that it would cost up to \$6 to buy the bits individually. He achieved product tie-ins in the commercials.

For example, Clark would point out that Bosco is economical because it is concentrated and costs less per serving, he would then emphasize that, as an extra economy, "You can now get the valuable record for only 50¢ with the Bosco label."

Neither the record nor the jacket carried any commercial or mention of Bosco. There was a substantial volume of requests from record retailers for copies of the disc, but Bosco held firm

and none went out without the label and half-dollar.

Bosco puts about 100% of its measured-media ad budget into tv, With the current Dick Clark exception, it goes on more than 100 local, live kids shows. The major portion of the Bosco ad budget goes into these shows. The company does not disclose its appropriation, but trade sources estimate it at about \$2 \text{ million annually}.

Though the Dick Clark label-pull test got no merchandising effort or pointof-purchase tie-in, it had a surprisingly strong effect on retailers, Joyce reports. Salesmen were given the record to carry with them (and leave if the buyer had a teen-age youngster), and this alone was enough to generate considerable excitement and recognition among store executives.

What about Bosco's future ad plans? Says Smith, "We will continue with heavy tv programing with major emphasis on the young kids."

The Bosco promotion challenges Mitch Miller's recent contention (SPON-son, 22 March 58) that "the pre-shave crowd makes up 0% (the country's) buying power, once you eliminate pony-tail ribbons, popsicles and peanut brittle."

## NOW AVAILABLE!

Brochure Containing

COMPLETE DETAILS OF WVET'S EXCLUSIVE, PHENOMENALLY SUCCESSFUL TOP VALUE STAMP PROMOTION PROGRAM

For Information
Contact: BILL SCHUBERT

## WVET

ONLY Station In The Nation That Gives TOP VALUE Stamps!

17 CLINTON AVE. SO. ROCHESTER 4, N. Y.



## FILM-SCOPE

25 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

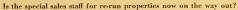
A CBS Films-Rheingold co-production pact on Rendezvous is adding up to a record \$8,000 per week in New York.

In its three-market spread, Rheingold's total \$10,000 weekly tab for New York, New Haven-Hartford and Binghamton, is understood to include the following:

- · One play, no re-runs.
- · Production of openings and commercials.
- · Editorial supervision of scripts.

The price, however, does not include time costs which, if added in, could bring the three-market budget to near the 81 million mark.

If Rheingold may have seemed anxious to get the show, CBS Films was no less anxious to have landed this client. CBS Films is understood to have vetoed a 40-plus-city insurance regional in order to finalize with Rheingold.



Of several distributors that set up special sales units recently to handle just re-runs and off-network shows, both CBS Films and ABC Films have quietly given up the idea.

They've integrated their sales organizations again into a single staff.



Here's a tip on how to handle a new syndicated show.

It's sometimes a bad idea to schedule re-runs more than 13 weeks the first year.

A food-beer alternate sponsorship tried to save their first runs in a key market and then pulled out when the ratings fell. Shortly afterwards the station evicted the show from its choice time period.

Stations this season have shied away from entering into partnership arrangements with producers.

Because of the abundance of new programs and an adequate stock of off-network shows for stripping, stations feel there's no need for bolstering new program ventures with financing.



The longer a syndicated show has been on the air with new production the better are its chances for sustained or higher level of ratings.

Note, for example, how a show like Highway Patrol—now in its fourth year of production—has scored higher season ARB averages in subsequent years:

| City              | 1957-8 Average* | 1955-6 Average* | Increase |
|-------------------|-----------------|-----------------|----------|
| Philadelphia      | 21.0            | 9.1             | 131%     |
| San Francisco     | 20.5            | 18.3            | 12%      |
| Boston            | 20.7            | 17.9            | 16%      |
| Washington, D. C. | 20.5            | 10.5            | 95%      |
| Baltimore         | 22.0            | 12.1            | 82%      |
| Dallas-Ft. Worth  | 18.5            | 16.2            | 14%      |
| Buffalo           | 29.5            | 16.7            | 77%      |
| Providence        | 26.5            | 21.0            | 26%      |
| Cincinnati        | 33.2            | 26.7            | 24%      |

<sup>\*</sup>November to July ARB average.



25 OCTOBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

### MARKETING WEEK

U. S. Steel has greater hopes this year of generating local tie-ins to Operation Snowflake by tv stations.

While the firm won't say so, trade talk has it that Steel has been less than satisfied with local level action on Snowflake by video outlets (though it's apparently happy with the way radio stations have been tieing in).

One reason Steel expects more local efforts this year is because of the work done by the Brown & Bigelow Agencies, a subsidiary of the big calendar firm. Brown & Bigelow specializes in distributor contacts for manufacturers, is now pushing Snowflake to retailers and wholesalers for the second year.

Last year the agency hit nine cities. This year it covered 24. Usual pattern is for the Brown & Bigelow man to hold two meetings in each market. One meeting is for banks, utilities and distributors. The other is for local media.

One result of the 1958 B & B junket was a number of requests by tv stations for material to sell local accounts on Snowflake. Consequently, for the first time kits have been sent to video outlets. A total of 75 have been made up.



The Petry Company has come up with a unique service for buyers of farm radio and tv.

It is currently up to its neck in a huge statistical project which will enable clients to get a quick picture of important farm factors—number of hogs, cattle, chickens, calves, etc.—in each station coverage area.

The data is being developed from Census Bureau of Information.

When completed, the project will enable an advertiser to (1) concentrate his advertising in the areas with greatest sales potential and (2) compute such figures as the amount of livestock covered per dollar invested in advertising.

Figures will probably not be released until after the first of the year because of the large amount of clerical work involved.

(For a round-up of farm radio and tv trends, see SPONSOR's 7th annual section on the subject, starting on page 41.)



WWRL has put out No. 1 in a series of monographs on the Negro and Spanish-Puerto Rican markets in New York City and environs.

The first monograph points out (1) there has been a 41% increase in Negro population in New York 1950 to 1957, (2) the Negro birth rate in the city is 67% higher than that for whites, (3) nearly half the Negro population in the city is under 24 (the median age is 5 years less than for whites).



Key food store trends charted by Nielsen's 24th annual report on retail food sales nolude:

- National food sales are up 8.9% for the first half of 1958 over 1957.
- Chain store sales (4 or more stores) went up 9.1% in 1957 over 1956, compared with a 6.7% increase for independents. Increases for the first half of 1958 were 9.1% and 8.3%, respectively.
  - · Chains own 6% of the nation's 370,000 food stores, but do 44% of the business.
- Almost two-thirds of the total food store business is done by 9% of the stores (chain and independent stores for the volume of \$300,000 or over).
  - · Selling areas of new supers are increasing. Ditto for parking areas.
- $\bullet$  Food store share of health and beauty aid as sales have gone up from 51% to 53% from 1956 to 1957.



25 OCTOBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

## **WASHINGTON WEEK**

The effects of the Harris House Commerce Legislative Oversight probe keeps on spreading like the proverbial ripple. Except that week by week the reverberations become ever more ominous.

To start off with some background:

The FCC is in the process of considering the revoking of two tv station licenses because the Appeals Court asked such consideration. It has moved on its own hook to take exactly the same kind of looks at two other tv licenses. The first losing applicant has moved for FCC reconsideration of its own case because of allegedly unethical practices by the winning applicant.

This week, the U. S. supreme court suddenly got into the act, and the field was vastly widened in one sudden stroke.

The Supreme Court invalidated two FCC deintermixture actions because of Harris subcommittee revelations. So, while all tv licenses won in competition with other applicants were already in some jeopardy, as matters now stand the FCC actions on channel allocations are also open to legal question.

The ruling came in a very complicated set of appeals from FCC decisions shifting VHF channel 3 from Peoria, Ill., to Rock Island-Davenport-Moline, and VHF channel 2 from Spring-field, Ill., to St. Louis.

WMAY-TV, which had won channel 2 in Springfield in competition with Sangamon Valley TV, was accused before the Harris subcommittee of conspiring with Signal Hill Telecasting to have the channel switched to St. Louis. Big names, like that of the national chairman of the Republican party and a leading Illinois state Republican politico now jailed for embezzlement, were cited as part of the conspiracy.

In the other case, WIRL had won channel 8 in Peoria. In its appeal, it charged that Sen. Robert Kerr (D., Okla.), as a stockholder of a Peoria UHF, had used his "influence" to have channel 8 switched away from Peoria.

The Supreme Court, advised of the charges and countercharges by Solicitor General J. Rankin, vacated the Court of Appeals decision upholding deintermixture in the two cases. Significantly, in view of the fact that the FCC is taking the initiative lately in reopening questionable cases, Rankin spoke both for the Justice Department and the FCC.

The Appeals Court was directed to consider once again whether the FCC deintermixture orders shouldn't be voided in the light of the testimony before the Harris subcommittee.

Just as the Miami channel 10 revelations have led into reconsideration of other contested cases, so the current Supreme Court decision may lead to new looks at deintermixture cases involving many important markets.

### Max Factor's tv commercials have been challenged by the FTC.

The Commission charges the company with falsely claiming that its "Natural Wave" synil make naturally straight hair naturally curly. No radio or printed ads are involved in the complaint—just the v commercials.

The FCC has asked Storer Broadcasting to submit more information on its bid for FCC approval of its purchase of WITI-TV, Whitefish, Wis. (Milwaukee).

The FCC action is viewed as a precursor of a get-tough attitude about alleged "trafficking in licenses." It also probably means that multiple owners are generally going to have to take closer FCC scrutiny of their affairs.



25 OCTOBER 1958

Copyright 1958
SPONSOR PUBLICATIONS INC.

## **SPONSOR HEARS**

Watch for this sneak-preview innovation by a major ad agency during the coming months:

It will use its various tv shows to test personalities and formats that could become full-fledged material for the 1959-60 season.

Colgate's Stuart Sherman has this for his top assignment these days: Carrying forward the company's extensive diversification and expansion plans.

His nominal spot on the organizational chart is marketing.

.

Mark Woods, first ABC president and one of the original NBC executives, still keeps a finger in the business: He's a station broker in Florida.

His latest deal is the sale of WSPB, Sarasota, for \$335,000 to J. M. Davis.

•

One Madison Avenue agency valiantly is trying to keep a proposed network tv recommendation from getting into the prints—for a very emphatic reason.

Three times the board chairman of an account has exploded: "Why do you come to me for approval after I've read all about it?"

•

Veteran admen complain that writers of radio commercials are trying to "out-cute" the other fellow instead of keeping their eye on the image the advertiser wants to project.

Another critique: Some of the writers are thinking more in terms of winning awards than selling the product.

The No. 1 question raised by advertisers with tv network salesman should make spot people happy.

The query: "Why don't you change your contractual pattern to fit in with our seasonal sales pattern? It's too rigid now."

.

An agency in the \$50-\$60-million brackets makes it a policy of "underreporting" its billing by some \$10 million.

Reason: So that the curious won't find out what its big bread-and-butter account actually is spending for advertising.

Like many an organization before it, CBS is finding out that in-the-flesh executives can't be meshed easily with the professional managementman's rulebook.

Hence the company is moving cautiously in adopting some of the recommendations made by a management pro now on its payroll—Byron Cherry. He used to be with GE.

The tv networks' efforts to stabilize their rate structure has met with much resulting among newer affiliates. They contend that stabilization penalizes a newcomer in a growing area.

One of them finds itself in the paradoxical position of having a spot rate that is 25% greater than the network rate.





### **SPOT BUYS**

### TV BUYS

The Andrew Jergens Co., Cincinnati, is starting its fall schedule in 50-60 markets for its Jergen's lotion. Schedules run for 13 weeks. Minutes, 20's and LD.'s during both daytime and nighttime segments are being used. Frequencies vary from market to market. The buyer is Gary Pranzo; the agency is Cunningham & Walsh, Inc., New York.

General Foods Corp., Jell-O Division, White Plains, N. Y., is entering various markets throughout the country for its Calumet Baking Powder. This is the product's initial entry into spot. Schedules are set for 13 weeks. Minutes and 20's are being slotted, with frequencies varying. The buyer is Arthur Jones; the agency is Young & Rubicam, Inc., New York.

Family Products Division, Warner-Lambert Pharmaceutical Co., Inc., Morris Plains, N. J., is lining up schedules for is Verisan. The schedules start late this month for a 13-week run. Minutes during both daytime and late night segments are being placed. Frequencies depend upon the market. The buyer is Conant Sawyer; the agency is Compton Advertising, Inc., New York.

The Procter & Gamble Co., Cincinnati, is scheduling announcements in selected markets for its Crisco. Schedules are short-term; minutes during both daytime and nighttime slots are being used. The buyer is Bill McGivney; the agency is Compton Advertising, Inc., New York.

### RADIO BUYS

The Borden Co., Inc., New York, is entering top markets for its Borden's Instant Coffee. The campaign is for seven weeks. Minutes during daytime periods are being slotted; frequencies vary from market to market. The buyer is Bob Widholm; the agency is Doherty, Clifford, Steers & Shenfield, New York.

5 Day Laboratories, New York, is kicking off a campaign in major markets for its 5-day Deodorant. The schedule runs for four weeks. Chainbreaks during daytime periods are being used. Frequency depends upon the market. The buyer is Ken Allen; the agency is Grey Advertising, New York.

Royal McBee Corporation, Portchester, N. Y., is planning a campaign for its Royal typewriters. The four-week schedules start the first week in November. Minutes and chainbreaks during daytime periods are being placed. Frequency varies from market to market. The buyer is Lorraine Ruggiero; the agency is Young & Rubicam, Inc., New York.

Esso Standard Oil Co., New York, is going into its areas of distribution with a campaign for its Esso gasolines and oils. Areas: N. J., Del., Md., Pa., D. C., La., N. Y., Conn., Me., Mass., N. H., R. I., Vt. and Tenn. The campaign runs for six weeks. Minutes and I.D.'s during weekend traffic hours are being scheduled. Frequencies depend upon the market. The buyer is Sy Goldis; the agency is McCann-Erickson. Inc., New York.



any time, anywhere you can a clearance. Use black-and-white—or co . . . there's an Eastman Film



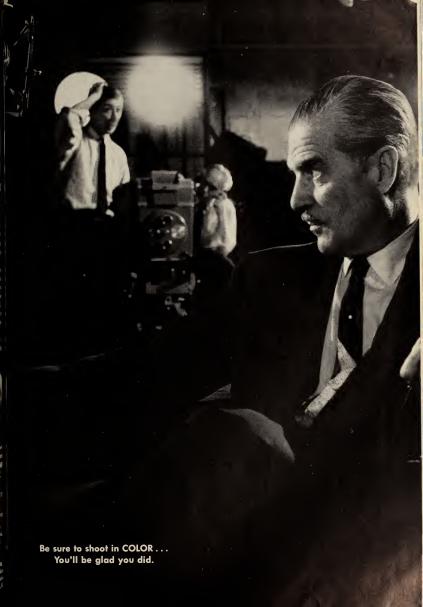
For complete information write Motion Picture Film Departs EASTMAN KODAK COMP/ Rochester 4, N.Y.

Eost Coost Division 342 Madison Ave., New York 17,

Midwest Division 130 Eost Rondolph Drive, Chicago

> West Coost Division 6706 Sonto Monico Blvd., Hollywood 38, Colif.

W. J. German, Inc.
Agents for the sole and distribution
Eostman Professional Motion Picture
Fort Lee, N.J.; Chicago, III.;
Hollywood, Colif.



### **ADVERTISERS**

Just rack this one up to a sheer co-incidence:

The new 5-minute Wilson strips (K&E), already in production in London, and the proposed Brown Shoe (Burnett) 5-minute radio strip, have the same title—Take Five—though their formats are nothing alike.

The Brown show, which is not in production yet, will be a popular song type event beamed at teenagers.

The highlights of a survey by the Irving C. Krewson Corp., a resident buying service, on department and specialty store advertising:

• Radio scored a relatively high

17.3% of the advertising budget of retailers with sales volume less than \$200,000.

• Department stores with volume of \$200,000 to \$500,000 a year spent 3.08% of this for advertising.

 Department stores with volume of \$2 million to \$5 million spent 3.94%.

 Specialty stores spent more for advertising than department stores those in the \$200,000 to \$500,000 sales category spent 3.28%, and those with sales less than \$200,000 spent 2.88%.
 Specialty stores with sales of \$1 million to \$2 million spent 4.03% for advertising.

The National Association of Tobacco Distributors is sending out notices to the tobacco industry urging them and their respective advertising agencies to "refrain from all claims implying that smoking a competitive brand has harmful effect on the human system."

The NATD asks that they "reorient their advertising copy to its basic fundamental, namely, that people use tobacco products because they enjoy the taste, aroma, tranquility and companionship."

Testing campaign: Pharmco, Inc., through Ellington Agency, began a spot tv campaign this week to test a new cold treatment—Control 24 Cold Tablets. Eight markets are being used, with radio and print supporting the tv spots.

### **AGENCIES**

Despite the drying up of live programing among the tv networks' local bastions, there's a resurgence of confidence about Chicago as an



## **WRAP-UP**

## NEWS & IDEAS PICTURES

If the mountain won't come to Mohamet, well then . . . KOLN-TV, Lincoln, Neb., recently packed up its market data and sent representatives to New York to hold a tv presentation for some 900 advertiser and media agency people. Object: show Lincolnand to timebuyers. Some attending included (1 to r) Lester C. Rau, sales manager, KOLN-TV; Millie Fulton, McCann-Erickson; A. James Ebel, vp. and gen. mgr., KOLN-TV; Roy Terzi, Dancer-Fitzgerald-Sample; Lew Avery, pres., Avery-Knodel, Inc.; and Kay Shanahan, Morey, Humm and Warvide





Big Mike, Jr., the custom-built, mobile public-address unit of KNUZ, Houston, is about to be taken out for a trial run by Dave Morris, KNUZ gen. mgr. who devised it. Unit is mounted atop an Italian Vespa. Standing by, Ed Martin, KNUZ engineer

advertising center among the Chicago younger executives in agencies, reporganizations and stations.

The observation is from sponsors's Michigan Avenue bushbeater this week.

Sounding like a later-day Carl Sandburg, the correspondent comments:

"These people have confidence in themselves, and in no way are aiming to compete with New York or L.A. on an imitation basis, but purely on a Chicago-for-itself-andwhat-can-we-do-here basis.

"They're not moaning about what Chicago once had and was taken away, nor are they trading on the old Chicago school—such as Blackett-Sample-Mummert of Lord & Thomas.

"The stock and trade of these current enthusiasts seems to be gaining momentum from the growing feeling of strength rising out of the midwestern and out of the city itself—a feeling that should be felt soon in rising advertising dollars." The comparison of costs for reaching 1,000 adult noters which McCann-Erickson furnished Buick dealers and brought an explosion from the ANPA:

1) Five-minute radio participation plan, \$1.09 per thousand.

2) Hour tv show, \$4.28 per thousand.

3) Four-color magazine ad, \$5.11 per thousand.

4) 1,000 line newspaper ad, \$10.00 per thousand.

The Institute for Motivational Research has issued a booklet purporting to show that people can now be typed according to their purchase behavior.

But, the thesis quickly notes, whether or not they buy depends on the allimportant "tension differential" between what people have and what they want.

The eight guideposts in consumer typology, according to Motivations, are: 1) product loyalties, 2) the moral conflict, 3) sensory gratification, 4) social display, 5) interpersonal relations, 6) the sex role, 7) self-supported vs. socially-supported purchases, and 8) the time factor.

Agency appointments: Cresta Blanca and Roma Wines, with billings at about \$1.5 million, to Norman Craig & Kummel . . . Allied Van Lines, Inc., from McCann-Erickson to Campbell-Mithun, billing approximately \$1 million . . . Signet Corp. of Evanston, Ill., to Shaffer, Lazarus & LaShay, Inc., Chicago . . . California Frozen Juice Corp. to Arthur Meverhoff & Co., Chicago . . . Hollytex Carpet Mills to Envart & Rose Advertising, Los Angeles . . . Hires Bottling Co. to Cole Fischer Rogow, Inc., Beverly Hills, with billings estimated at \$400,000 . . . "Junket" Brand Food Products to SSC&B.

Agency personnel news: Bruce L.

Anniversary celebration by WSB-TV, Atlanta, for its 10th year, attracts "Buffalo Bob" Smith (1) and Spencer "Andy" Williams, plus some 220,000 people who came to watch WSB-TV's anniversary parade



Affiliation agreement is signed by NBC with the Channel 10 Tv Corp. of Michigan, Inc., which airs 1 Jan. Here (1 to r) John Pomeroy, pres-gen. mgr., Channel 10; Harry Bannister, v.p. in charge of station relations, NBC and Edward Wilson, v.p. Channel 10 Tv Corn.





The go, go, go girl of KSO, Des Moines, Doris Keith, gets her bustle adjusted by N. L. "Larry" Bentson (1), president of KSO and Joe Floyd (r), KSO vice president, while Tony Moe, the station's vice president and general manager beams. Miss Keith served as KSO's hostess at the annual KELO-TV, Sloux Falls, WLOL, Minneapolis, and KSO World Series party, held at the Warwick Hotel, New York

### Problem Solved by an Account Executive



Hal needed help. He was on his fifth ulcer trying to boost Florida sales.



"Help," he cried. "We're coming," said Media.



"Blair TV Associates said WCTV offers a great unduplicated buy in a market that buys like crazy!"



"Let's give it a shot."



It worked so well he can afford to beat the ad manager at golf.

WCTV Tal

Tallahassee Thomasville

for North Fla. and South Ga.

John H. Phipps

Broadcasting Stations

Altmen, of the Los Angeles office and John L. Baldwin, of Chicago have been elected v.p.'s at Kenyon & Eckhardt . . . Betty Meiggs Williams, named v.p. at Lennen & Newell.

### **ASSOCIATIONS**

With campaigning nearing its climax, Tammany Hall's Carmine De Sapio struck a spark of controversy at the Newsmaker luncheon of the RTES in New York last week.

Reason: De Sapio proposed abolishing the paid political broadcasts which places a candidate "on the same level as a commercial product, temptingly offered for sale to the public."

De Sapio proposed:

"The communications industry initiate a program to provide free radio and tv time for the delivery of purely partisan campaign material by candidates for principal offices.

"The two major parties each should be allocated a specific amount of time covering one-month prior to election day. The smaller parties should receive time in proportion to their voting strength in the most recent election."

The proposal was cooly received in the industry.

NAB's Harold Fellows told the Radio-TV News Directors Association that as many stations as possible should offer a full news service to the public.

In a luncheon addressing the RTNDA, Fellows added that: if a station is going to editorialize, it should do so only after developing a full reporting service "for knowledge begets the right to express opinion."

RAB is planning a round-robin conference for its National Radio Advertising Clinic 18-19 Nov.

This is how RAB will arrange this Madison Avenue "musical-chairs":

A dozen or so small groups of media buyers and station people will have the usual roundtable discussion. After 40 minutes, at a given signal, everyone in each group save the moderator will change tables.

This rotation technique will give everybody a chance to pick each other's brains.



# HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13

## OUAD CITIES

ROCK ISLAND . MOLINE

now the nation's

# 47th

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can

months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

## WHBF-TV

CBS FOR THE QUAD-CITIES
Scott County, Iowa, Rock Island County, Illinois
REPRESENTED BY AVERY-KNODEL, INC.

### FILM

Expanding operations were a main theme of film happenings last week.

For example: ITC, which appears to be dropping the TPA portion of its official label, promoted five account executives to district managers.

They are Ralph Baron, Lee Cannon, Casper Chouinard, Hugh Simpson and Alton Whitehouse.

• Screen Gems will intensify its advertising and publicity efforts with Pierre Marquis, now Director of Advertising and Sales Planning, and Gene Plotnick, promoted to Publicity Director. In the international field, Screen Gems is also expanding through consolidation with Columbia, Ltd. of London.

Production development of the week included:

- United Artists TV entered the field of television production with five shows scheduled for shooting. They are The Vikings; Hudson Bay with Barry Nelson; the Dennis O'Keefe show; Troubleshooters, with Keenan Wynn and Bob Mathias and International Airport, with Lee Bowman.
- Gross-Krasne-Sillerman's first show under the new GKS combine will be Fate, a dramatic anthology. The Glencannon show, in final stages of production, has already been signed by Olympia Brewing for 45 West Coast markets. Flying Doctor, with Richard Denning, went before the British cameras last week.

Sales: CNP's Flight reported sold in 93 markets. Spot market sponsors include Ballantine, Schlitz, General Electric and Kroger Stores. . WJBK-TV, Detroit, purchased the MCA-Paramount package for \$2,000,000 . . Stroh Brewing Company will sponsor Maekenzie's Raider's on WOOD-TV, Grand Rapids.

Correction: Con Edison is not participating, as reported by the station in the 21 September issue, in WNTA's Movie Night.

Hal Roach has purchased Passport to Danger, Code 3 and Racket Squad from ABC Films for \$500,000—and is now forming a new distribution arm.

Promotion: Screen Gems' Huckle-

berry Hound has been licensed to Whitman Publications, Dell Comics, Little Golden Books, Milton Bradley and other toy, game and clothing makers.

. . . Frisch Restaurants, Cincinnati sponsor of Men of Annapolis, helping in Navy Week promotions.

Add Comet Distributing Corporation of Hollywood, New York and Dallas to the list of TV film producers and distributors.

Film services: Alex Leslie is national coordinator of sales for Bonded TV Film Service. . . Coastal Film Services, Inc. of New York has opened a new optical effects service . . . Rapid Film Technique, Inc. has established a subsidiary, Rapid Film Shippers, Inc . . . Van Praag Productions has produced a 15-minute film of President Eisenhower for tv use. Agency is Marshalk & Pratt.

### **NETWORKS**

Within the next two weeks 40 stations will be linked together as a new network, dubbed the Travel Network, Inc.

The plan is to use tape programs to link the U.S. markets credited with three-fourths of all non-military travel—naming Let's Travel and Going Places as the initial releases.

Lester Edwards, radio station owner, elected president, outlines the network's purpose as:

Using radio and tv as promotion media for the tourism trade. Network programing, on tape, should enhance this growth by giving stations in all of the key travel markets the kind of public service commentary that produced more than \$1 million worth of bookings on tours sponsored by a handful of stations.

Here are TvB's estimated expenditures of the top 15 network com-



## GIGIEV NOW THERE'S A DETERGENT!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with





WHIRLYBIRDS
TARGET
FOLLOW THAT MAN
DIAL 999
UNION PACIFIC
DECOY
IF YOU HAD A MILLION

## WSOC-TV Charlotte, N. C.

H-R Reps Nationally F-J Reps Atlanta



### Now, you say when

And how often too! For once programs and commercials are recorded on Videotape\*, scheduling is wide open. Playbacks can be telecast immediately—hours later—or anytime you decide. At least 100 repeats can be made from any one recording. Copies can be made. And tapes recorded on a VR-1000 Videotape Recorder can be played back on any other VR-1000, anywhere.

Never before have sponsors been able to schedule commercials to reach selected audiences so easily. Never have stations had so many "live" availabilities to offer.

Get the complete story on the many things Videotape Recording can do for you. Write today.

CONVERTS TO COLOR ANYTIME + LIVE QUALITY + IMMEDIATE PLAYBACK + PRACTICAL EQITING + TAPES INTERCHANGEABLE + TAPES ERASABLE, REUSABLE + LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities



\*IM AMPEX COPP

pany advertisers, based on LNA-BAR gross time costs, for August, 1958.

| 170 | 0;                   |            |
|-----|----------------------|------------|
| Ran | k Advertiser         | Estimate   |
| 1.  | P&G                  | 84,176,016 |
| 2.  | Colgate              | 2,077,594  |
| 3.  | Lever                | 1,773,249  |
| 4.  | General Foods        | 1,549,607  |
| 5.  | American Home Prods. | 1,488,223  |
| 6.  | R. J. Reynolds       | 1,470,761  |
| 7.  | Gillette             | 1,347,326  |
| 8.  | General Motors       | 1,225,195  |
| 9.  | Bristol-Myers        | 1,171,089  |
| 10. | General Mills        | 1,060,565  |
| 11. | Ford                 | 1,032,610  |
| 12. | American Tobacco     | 921,639    |
| 13. | Sterling Drug        | 798,074    |
| 14. | Pharmaceuticals      | 789,863    |
| 15. | P. Lorillard         | 756,795    |
|     |                      |            |

Network business: Pharmaceuticals (Parkson Advertising) has replaced the ousted Twenty-One (NBC TV) with Concentration, NBC TV's daytime program . . . Texaco (C&W), for the 19th consecutive year, will sponsor the 1958-59 season of Metropolitan Opera broadcasts via CBS Radio, to begin 29 November.

Network affiliations: Mutual Broadcasting, for five more stations, bringing the network's total to 453. The stations: WHSM, Hayward, Wis.; WJMC, Rice Lake, Wis.; WGNS, Murfreesboro, Tenn.; KFRM, Concordia, Kan.; and KMAP, Bakersfield, Cal.

NBC for the King Broadcasting Co.'s radio and tv stations—KGW-AM-TV, Portland and KING-AM-TV, Seattle . . . KOMO-TV in Seattle to ABC.

Thisa and data: The New Yorker, in the 18 October issue, gently spoofs NBC Radio's Memory Vision concept.

On the personnel front: Carl S. Ward succeeds Ed Bunker as v.p. and director of affiliate relations, CBS TV (see NEWSMAKER OF THE WEEK, page 6) . . . S. William Aronson, promoted to administrative assistant to Edward J. DeGray, ABC v.p. in charge of the radio network.

### REPRESENTATIVES

Cuba's ban on outside reps doing business on the island has caused much comment and wondering what it's all about.

The law makes it illegal for reps to

sell media via "flying visits" and requires Americans to qualify for solicitation by becoming certified members of the "College of Advertising Professionals."

Rep appointments: McGavren-Quinn, for WNTA AM & FM, New York . . . Forjoe & Co., for KPOK, Phoenix.

Thisa and data: Peggy Stone, president of Radio T.V. Representatives, Inc., left yesterday (24 October) for Europe to study the possibilities of her company becoming International station reps, serving foreign stations throughout the world . . Blair-Tv is mailing little booklets which give a motion picture effect by flipping the pages, to stations, and advertisers claiming tv I.D.'s move merchandise, with "Sight, Sound and Motion."

Personnel moves: John Thompson, elected a v.p. of PGW . . . Howell Malham and Lewis Draper, Jr., to the Chicago staff of John Blair & Co. . . . Robert Galen, director of research and sales development at Mc-Gavren-Quinn . . . Paul Campbell, to Venard, Rintoul & McConnell as account executive . . . David Sandeberg has resigned as v.p. and Pacific Coast manager of Avery-Knodel. He is contemplating Pacific Coast representation of a number of stations . . . James Alspaugh, elected v.p. of H-R Reps and H-R Tv. Inc ... William Pipher, named midwestern manager for radio and John Ashenhurst, upped to assistant to the executive v.p., at Edward Petry & Co.

Bill Maillefort, Petry radio v.p., is in Norwalk General Hospital, Norwalk, Conn., for a series of tests.

### **RADIO STATIONS**

WBC president Donald H. McGannon told the Boston Conference on Distribution that the American economy is based on mass selling rather than mass production.

"Our nation sold its way out of the recession," McGannon cited. As a result, the present outlook is that tv and radio will take a larger percentage of the nation's future total advertising expenditures.

"Any major store that is not

## One taping worth ten rehearsals



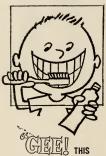
Mr. Robert Reed, Program Manager WOAI-TV, San Antonio

"Weathergirl 'Twila' was a novice in television. We Videotaped\* her rehearsals and let her watch herself in action. She learned camera technique amazingly fast, thanks to Videotape."



\*TM Ampex Corporation





OUTURE THIS
TOOTHPASTE TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



82

using tv and radio advertising today is 10 years behind the times."

McGannon described video tape as a great boon to the advertisers. Video tape, he said, "can do many things that film can do, but with greater speed and economy, and with quality equal to live tv."

RAB will sponsor the first nationwide radio set count in four years, conducted under the supervision of Advertising Research Foundation. Inc.

The survey will start next month by the U.S. Census Bureau among the total of 36,500 households in 330 sampling areas.

What the RAB-ARF project will provide:

 Households with household radio sets.

2) Households with automobiles and auto radio sets.

3) Location of household radio sets.

A recurring theme running through keynote convention speeches this week was an attack on music programing.

Case in point: James Bormann, of WCCO, Minneapolis-St. Paul, and former president of Radio-Tv News Directors Association knocked the "juke box broadcasters" at the RTNDA convention in Chicago.

"Two kinds of radio have emerged," cited Bormann, "the one, solid and responsible type of broadcasting—the other, an 'all shook up' kind of radio that places their reliance on one kind of music. Many of these stations have chickened out of their responsibility to provide news coverage for their listeners."

The d.j. newscasters, continued Bormann, "proceed to ding-up what they think will pass for a newscast with sound effects, 10-second nagging editorials, screaming promos and a starvation diet of the news."

Another case in point: Gene Plumstead, national program director of the Plough Stations warned that if some trends in music programing continue, it may well be radio's downfall.

"It is astounding to me," spoke Plumstead, "that there are many stations which are programing music up to 90% of their schedule but who are still leaving matters of their music programing in the hands of vagrant d.j.'s.

"The responsibility of management for music programing, or, for that matter, any kind of programing, cannot be evaded or delegated."

Station purchases: KEBE, Jacksonville, by Ray Wells and Dudley Waller, formerly of KVMA, Magnolia, Ark., for \$75,000 via Hamilton, Stubblefield, Twining & Associates . WIRY, Plattsburg, by the newly formed WIRY, Inc., headed by Charles B. Britt, Jr., his wife and Donald L. Pelkey . . WSPB. Sarasota, Fla., by the Community Broadcasting Corp., ewners of WALL, Middletown, N. Y., for \$335,000 via Don Boomhower, local

Realtor, with Mark Woods, former

president of ABC, as broker.

### Ideas at work:

 Disc jockeys are now going under water: Bob Bailey, of KMAC, San Antonio will try to set an underwater endurance record this week, in the KMAC "Underwater Marathon" when he'll submerge into a 5,500 gallon tank of water.

\*\*AXOX, St. Louis is backing a 'Prep Football Player of the Week' competition, inviting listeners to send in their choice of Missouri and Illinois players. At the end of the football season, a player of the year will be selected among those highschool grid players.

Bill Diehl, d.j. on WDGY, Minneapolis-St. Paul, has introduced public service into his new music show.
 "You hear your favorite hits for just two bits" says Diehl, as he plays records listeners request, if they send along coin for some outstanding cause.

Station staffers: Hugh Boice, currently v.p. and director of KWK, Inc., St. Louis, named general manager of the station . . . Edward Pearle, named public relations director at WBZ & WBZA. Boston

### **TV STATIONS**

The tv industry in Chicago will join forces for an all-out observance of National Tv Week, 16-22 November.

Theme for the 1958 observance, proposed by NAB: "Nothing Brings It Home Like Television."

The Chicago chapter of the Academy of Tv Arts and Sciences, with the endorsement of the Broadcast Advertising Club of Chicago, will spearhead the campaign, via Chicago's five tv outlets: WBBM-TV, WNBQ. WBKB, WGN-TV and WTTW.

This joint effort will be the first unified NTW campaign ever conducted in Chicago.

### Ideas at work:

- KDKA-TV, Pittsburgh sent 450 admen, their wives and secretaries down the river. The occasion: A party held on two consecutive evenings aboard a three-deck house boat, decorated in the theme of an old Mississippi River boat. As a tie-in, mint juleps were served, and the men wore string ties and mustaches, while strolling musicians provided the atmosphere.
- WTVD, Raleigh-Durham, mailed to ad men and timebuyers boxes of Magic Lens tissues for eye glasses, along with the note, "Are you getting a clear view of the Raleigh-Durham market?"

#### TV SPOTS

(Cont'd from page 33)

of minutes. As the demand for minutes increases, some cynics predict that stations will be tempted to return to their old triple-spotting practices.

Still another doubtful possibility is that product protection may be reduced. As one rep put it, "If the networks can put two cigarette-sponsored shows back to back, why shouldn't stations reduce their product protection guarantees?" However most reps don't anticipate this, and most agencymen say they would not take kindly to such a move, even if it did increase the availability of minutes.

One result of the surge of minute buying in tv may be a spilling over into spot radio; some advertisers, convinced they must have 60 seconds of commercial time to get their selling message across, may decide to take radio time in those markets where tv is unavailable. This will only be true, as one rep explains, where an advertiser does not need the demonstration advantage that tv offers.

Finally, there is every evidence that the sold out sign on minutes will kick off a big sales effort on the part of reps

and stations to push smaller time segments. Lloyd Griffin of PGW reports that at least one advertiser is readying a major campaign of 30's as an experiment, and that his success would undoubtedly spur others into trying the same time segments.

One point which almost every rep makes is this: while minute slots are virtually sold out in many markets, it does not mean the shrewd, patient timebuyer cannot buy a good schedule of minutes for an eager client. Here are a few of the pointers reps offer.

Watch expiration dates of other

Address

campaigns closely, especially those of seasonal advertisers.

- See the rep as often as possible, to keep up with last-minute developments—and try to be in a position to negotiate whenever possible.
- On new product campaigns, start working early with the rep. He may know of anticipated openings that may be worth delaying the campaign for a few weeks or a few days.
- Remember that a good show in fringe time often pulls a bigger and more loyal audience than a mediocre show in prime time.

# YOUR BUSINESS WILL BE UP if you read SPONSOR's 12th annual

## FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

### Reprints of popular BASICS charts sections:

|                         | 1 to 9             | 35              | cents | each |
|-------------------------|--------------------|-----------------|-------|------|
| 16 pages on Marketing   | 1 to 9<br>10 to 49 | 25              | cents | each |
| 16 pages on Radio <     | 50 to 99           |                 | cents |      |
|                         | 100 to 499         | 15              | cents | each |
| 24 pages on Tv and Film | 500 to 999         | $12\frac{1}{2}$ | cents | each |
|                         | │ 1,000 or m       | ore 10          | cents | each |
| Prices i                | nclude nostag      | e               |       |      |

C80



# BUT FOR EVERY TIMEBUYER THERE ARE TEN OTHER DECISION MAKERS BEHIND THE SCENES WHO READ SPONSOR AS WELL

Rarely indeed does one man alone determine when and where to place radio or TV business. That's why it makes sense to reach every decision maker possible with your message because every voice that helps to finalize a sale should know your story.

It's the chief reason your advertising will do so well in SPONSOR. SPONSOR reaches almost everybody who is anybody in air. All the timebuyers, of course, but more decision makers, too, at every level (in both the agency/advertiser category) than any other broadcast publication.

Proof?

Fair enough!

SPONSOR is the only broadcast publication that offers a complete circulation breakdown BY JOB CLASSIFICATIONS—listing the exact number of subscribers (with their names and titles) at every management level. We'll be happy to show it to you at your convenience and prove beyond doubt that SPONSOR reaches more teams that buy time than any other book in the field.

# SPONSOR

sells the TEAM that buys the TIME



The SELLibrated (and only full powered) station in the GOLDEN VALLEY

# WHTN

CHANNEL 13 Huntington-Charleston, W. Va. serving 4 stoles and 5 prime cities

A COWLES OPERATION
Get the dollars and cents story
from Edward Petry Co., Inc.



GEE THIS
IS SOME SMOKE!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with





# Tv and radio NEWSMAKERS



Michael M. Sillerman, formerly executive v.p. of TPA, has joined the Gross-Krasne organization as president, with the G-K set-up now to be known as Gross-Krasne-Sillerman, tv film producers and distributors. Sillerman brings to the new company an impressive background in the broadcasting and advertising fields, which includes stints with Alvin Austin Associ-

ates, Fairchild Publications, I. Miller Shoes and vice president of the Biow Advertising Agency. From 1932-35, Sillerman was owner-producer and president of Hamilton Radio Productions. In 1935, he became station relations manager and sales director for Sesac. Five years later, Sillerman founded and became president of the Keystone Broadcasting Network, and then went to Ziv Tv programs as senior sales executive. He left Ziv in 1953 to become executive v.p. of TPA, a post he resigned when ITC acquired it.

Morton J. Wagner, executive v.p. of Bartell Family Radio, has been named general manager of KYA, San Francisco. He will retain supervision of radio stations WAKE, Atlanta; WILD, Boston; and WYDE, Birmingham. in addition to managing KYA. Wagner, 33 years old, is a veteran of 16 years in broadcasting, and has been a Bartell Group executive since 1952. "We're



delighted finally to be able to put into effect our original plan of having Wagner supervise KYA," said Gerald A. Bartell, president. "We had hoped to have him in San Francisco 1 May when we took control of the station, but the rapid growth of our Eastern division under his direction made it necessary for him to remain on the eastern seaboard until now." Wagner is a graduate of the U. of Wisconsin.



Fred A. Niles purchased last week the facilities and equipment formerly owned by Kling Film Enterprises. The new organization will be known from now on as Fred Niles Productions, Inc. Niles was executive vice president and one of the owners of the Kling film operation from 1947 to 1955. In December of 1955, Niles formed his own company, with four people and capital

investment of \$5,000. Today Fred Niles Productions, Inc., including its division in Hollywood, claims to be "the second largest film producer in the Chicago area, in terms of dollar volume, producing about 70% of all television commercials shot in Chicago." The new company is located at 1058 W. Washington Street, Chicago.



Farm living has changed a lot out here in the Land of Milk and Money. In fact, the only way we know a farmer from a city-feller is that the farmer pays cash for his new car!

Yes, here's a unique market of small cities and big dairy farms . . . 42% rural and 58% urban . . . more than 400,000 families enjoying Channel 2-CBS Television.





THE LAND OF MILK AND KONEY WBAY, CHANNEL 2, GREEN BAY

HAYDN R. EVANS, GEN. MGR.

REP. WEED TELEVISION



# SPONSOR SPEAKS

### Is radio adequately measured?

Next week, SPONSOR publishes one of the most important and challenging articles we have carried in a long time.

Its subject: radio listening in the United States. Its provocative question: does anyone really know the full extent of radio's 1958 coverage?

Many industry figures believe that actual radio listening may be 25% to 100% higher than the statistics used by agencies and advertisers in planning radio campaigns.

They point to the fact that most American homes today are equipped with two, three, four or more radio sets, that radio listening has become "personal" and individualized, and therefore cannot be measured by ordinary research techniques. They cite the vast amount of auto, and other out-of-home radio listening which, they say, has never been properly, and completely assayed.

Next week, sponsor surveys just what is known, and what is not known about this fascinating, and all-important subject. For many readers, particularly on the agency and advertiser levels, the facts should be extremely revealing, and perhaps even surprising.

In a recent speech before a National Association of Broadcasters meeting in Milwaukee, Wesley I. Nunn, advertising manager of the Standard Oil Company of Indiana, said this: "Radio, as a medium, is still in transition. Television has influenced it profoundly—not to destroy, but change. One of the major discernible effects of television has been to make radio a stronger local advertising influence than before." (See page 35)

Behind this increasing radio influence lie some dramatic listening facts, which sponson's article will make clear. For agency time buyers, media directors, and account executives, as well as for the advertising managers who are drawing up campaign plans, the information will have a continuing and useful importance.



THIS WE FIGHT FOR: More light and more truth about the older branch of broadcasting. Te's power cannot be questioned. But too few people have the full facts about radio's resurgence, and too few realize its growing impact.

#### 10-SECOND SPOTS

Sinkers: The Donut Institute reveals that 1957 sales of donuts amounted to \$390,820,915, up 373% since 1940. We'd explain part of the rise by more coffee breaks in the ad agencies.

Woverly: WOV, New York, begins a contest for agency personnel which offers, among other prizes, a trip to Rome, a Caribbean cruise, The contest is named "Wovbugs," which the station explains "are the people who are mad about WOV." Wov makes the timebuver go round.

Horseplay: A recent five-day promotion during which WEEP, Pittsburgh, gave records to the girls with the largest pony-tails brought in 1,800 strands of hair snipped from hair-dos. Reminds us of the story of the ponytail timebuyer; she bought only onehorse towns.

It figures: During the World Series broadcasts, Mel Allen did a Paper Mate commercial offering a 79¢ pen. The offer, Allen said, was "limited." Limited, we assume, to people with 79¢.

Post-Series: Watching the extra-inning Series game that ended at 5:19 p.m. EDT, Hank Warren and George Adams of WBTV, Charlotte, N. C., asked station manager Charles Crutchfield how they should enter the time-and-half overtime for 19 minutes on their time cards. Crutchfield answered with a memo to the entire staff: "All overtime reports as a result of the Series should be mailed to Larry Walker (manager of rival Charlotte station WSOC-TV, which telecast Series). And I have asked George and Hank to write us occasionally and let us know how they like their new jobs."

P.P.S. (Post-Post Series): A New York adman in Toronto over the World Series weekend for the CBC show Breakthrough, went slightly crazy Sunday afternoon trying to find out the score. Checked "hams" all the way from Toronto to Florida, finally made contact with one in Nova Scotia who came up with the score.

Ladies auxiliary: The wives of two Madison Avenue admen met for the first time since last summer. Said one, "I hate to gossip, but the last time I saw your husband he was playing on the beach with a blonde." Said the other, "At his age what else would he play with—a pail and shovel?"



Gets to Detroit's big mobile audience with vital traffic bulletins!



Combining public service with direct selling to a highly receptive market, the dramatic "Traffic-Copter" is another reason why WJBK is Michigan's most result-producing independent radio station. During Detroit's peak automobile movement the "Traffic-Copter" spots accidents and congestion, checks traffic flow, and relays the information immediately to a vast automobile audience. It covers all the main arteries and advises of best routes. It performs a genuine service. WJBK presents your message to an appreciative and responsive audience out-of-home and in home! . . . Storer Radio sells with the impact of integrity.







WIBG Philadelphia ww

WAGA Atlanta WGBS

orer Radio

WSPD Toledo WJW Cleveland



## takes plenty of know-how

Here's perfect coordination between man and mount. Makes the roping job seem simple, although it takes plenty of Know-How. And in any major market, it's the perfect coordination of many complex program elements that keeps a big percentage of radio sets virtually roped-and-tied by habit to one leading station. Local Radio Programming, the vibrant force behind Spot Radio's spectacular growth, demands great creative skill on the part of station-management – skill in developing an overall program structure that consistently builds maximum audience for the stations—and sales for its advertisers. It is a difficult exacting job, but in most areas at least one station operator has mastered it. In a substantial number of the top 100 markets, that station is represented by



THIS NEW BOOK is helping advertintensify sales results from Spot Rithrough clearer understanding of complex program elements that give tain stations their tremendous 5 power. Price \$1 postpaid. Order John Blair & Company, 415 Madison New York 17, N. Y.

### JOHN BLAIR & COMPANY

#### Exclusive National Representative for:

| New York      | WABC | ١ |
|---------------|------|---|
| Chicago       | WLS  | 8 |
| Los Angeles   | KFWB | [ |
| Philadelphia  | WFIL |   |
| Detroit       | WXYZ | 1 |
| Boston        | WHDH | 1 |
| San Francisco | KGO  | Ē |
| Pittsburgh    | WWSW | · |
|               |      |   |

| Washington                | WWD   |
|---------------------------|-------|
| Baltimore                 | WFBF  |
| Dallas - Ft. Worth        | KLIF- |
|                           | KFJZ  |
| Minneapolis-St. Paul      | WDG   |
| Houston                   | KILT  |
| Seattle-Tacoma            | KING  |
| Providence - Fall River - |       |
| Marris Davidsond          |       |

| San Antonio              | .KAKI |
|--------------------------|-------|
| Tampa - St. Petersburg   | .WFLA |
| Albany-Schenectady-Troy. | WTRY  |
| Memphis                  | .WMC  |
| Phoenix                  | KOY   |
| Omaha                    | wow.  |
| Jacksonville             | WJAX. |
| Neebuille                | WCM   |

| Wheeling-Steubenville | W1  |
|-----------------------|-----|
| Tulsa                 | KF  |
| Fresno                | KFI |
| Wichita               |     |
| Shreveport            | KEL |
| Orlando               | WP  |
| Binghamton            |     |
| Boise                 | KI  |
|                       |     |

## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



any time is **listening** time...

and radio goes everywhere tiveD

When the USS Nautilus cruises at periscope level, the crew gets the latest news and entertainment from home via atomic-powered RADIO. NOV 3 And Radio keeps everyone at home company, too-delivering news, entertainment, and your selling message to millions of ears each day. Advertiser after advertiser has proved that Spot Radio saturing GENERAL LIBRARY rates markets profitably, economically and quickly.

Radio Division

Y & CO., INC.

York · Chicago · Atlanta · Boston · Dallas · Detroit · Los Angeles · Şan Francisco · St. Louis

### THE PARTI-DAY TEST BEGINS IN WISCONSIN

Unique 26-week market study, which sponsor will report exclusively, starts with new grocery product facing distribution problems as daytime tv spot schedule gets under way

Page 29

### Portrait of a non-lvy League **Timebuyer**

Page 32

RADIO: is it being "short-changed" by the ad business?

Page 34

New instant tv rating service for Nielsen

Page 37

"Casey" Clark and the WNAX Lazy Ranch Boys, Bob Gibson, the Everly Brothers and Evelyn Harlene make with the music.



## The return of the WNAX Missouri Valley Barn Dance was a rip-roaring success!

The old-fashioned Saturday night entertainment habit in Big Aggie Land just had to come back, Too many people remembered the good times they had at the WNAX Missouri Valley Barn Dance. Live country music returned to these happy people last September 13. And what a success!

Nearly 5,000 people from all over Big Aggie Land got seats for the Barn Dance. Hundreds more had to be turned away. They came to see and hear their favorite daytime radio entertainers in person-"Casey" Clark and the WNAX Lazy Ranch Boys with Evelyn Har-

plus the nationally famous Everly Brothers, "Smiley" Burnett and Bob Gibson.

and too Ciboon. Hundreds of thousands of people in Big Aggie Land hear "Casey" and the gang every day over WXAX570. And now these popular curtainers are going to meet their fans in person. They'll travel the length and breadth of Big Aggie Land to bring the Missour Valley Barn Dance to a different town every Saurday night. This is one of the ways WXXX570 carns and holds one of the most loyal andiences in the country. The kind of listening loyalty that pays off for advertisers. See your Katz man.





For Action 86% of CBS Lowest Commercial Cost **Time** is ordered on WTHI-TV TERRE HAUTE **INDIANA** Channel \*Basis: 1958 Fall Schedule CBS · ABC Bolling Co., New York • Chicago • Dallas • Los Angeles • San Francisco • Boston



1 November 1958 · Vol. 12, No. 44

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

### SPONSOR

### DIGEST OF ARTICLES

### The Parti-Day tv test begins

29 Unique "in-depth" market study for new grocery product opens in Wisconsin, Sponsor to give blow-by-blow report of 26-week tv test

#### What makes a timebuyer tick

32 Villain or hero-the timebuyer is many things to many people depending on axes to grind. Here's McC-E's Sal Agovino: tough, fair, creative

### Is radio being shortchanged?

34 SPONSOR survey indicates that radio is undermeasured, undersold and underrated. Here's what caused the problem and what can correct it

### Nielsen announces instant ratings

37 Market research firm joins ARB in offering fast audience measurement. Nielsen Station Index to be expanded to another 14 markets by spring

### Why Butter-Nut couldn't afford to be serious

40 Forty-percent sales increase in So. California was result of novel radio approach when this company marketed an instant coffee three years late

#### Available: 18 nighttime shows

41 At presstime, network to has 18 evening shows on the market, either for complete or partial sponsorship. Latest listings of television basics

#### SPONSOR ASKS: How is Negro radio faring in your market?

55 With changes in Negro population, type of employment and purchasing power, three stations report the state of Negro radio in the South

### FEATURES

57 Film-Scope

24 49th and Madison

58 Marketing Week

64 News & Idea Wrap-Up

6 Newsmaker of the Week

64 Picture Wrap-Up

12 Sponsor Backstage

60 Sponsor Hears

17 Sponsor-Scope

80 Sponsor Speaks

52 Snot Buys

80 Ten-Second Spots

11 Timebuyers at Work

78 Tv and Radio Newsmakers

59 Washington Week

### In Next Week's Issue

A wrap-up and summary of sponsor's six-part story on "What's new at the rating services: ARB, Pulse, Trendex, Videodex, Hooper, Nielsen" Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

#### EDITORIAL DEPARTMENT **Executive Editor**

John E. McMillin

Managing Editor Alvin W Outcalt

News Editor

Ben Bodec Special Projects Editor

Alfred J. Jaffe Senior Editor

**Associate Editor** 

Pete Rankin

Midwest Editor (Chicago)

Gwen Smart

Western Editor (Los Angeles)

Mariorie Ann Thomas Film Editor

Heyward Ehrlich Assistant Editors

Jack Lindrup

Contributing Editor

Joe Csida

Art Editor Maury Kurtz

Production Editor

Florence B. Hamsher

**Editorial Assistant** 

### ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

**VP-Western Manager** Edwin D. Cooper

Southern Manager

Herb Martin Midwest Manager

Roy Meachum

Production Manager

Sandra Lee Oncay, Asst PROMOTION DEPARTMENT

Jane Pinkerton, Manager CIRCULATION DEPARTMENT

Seymour Weber Harry B. Fleischman

### ADMINISTRATIVE DEPT.

Dorris Bowers George Becker Priscilla Hoffman Laura Oken Jessie Ritter

Member of Business Publications Audit of Circulations Inc.



### SPONSOR PUBLICATIONS INC.

combined with TV. Executive. Editorial, Circu-combined with TV. Executive. Editorial, Circu-civation of the Company of the Company of the (49th & Madison) New York 17, N. Y. Tele-phone: MUTZY 118 2772. Chiloga Office: Birmingham Office: Town House, Birmingham Phone: Philitar 4-6529, Los Angelso Uffice: 6007 Printing Office: 3100 Em Ave., Bathmore III, Mr. Subscription: U.S. 32 a year. Canada and Address all correspondence to 40 £ 49th Ag. Address all correspondence to 40 £ 49th Ag. Weekly SySONOR Publications: Lettered as 2nd class matter on 29 Innary 1948 at the Bath-more patriofice under the Act of States 1879. ©1958 Sponsor Publications Inc.



## you want KOWH radio

... 9 years at or near the top-consistently!

Most recent Pulse: 6.2 all day average. Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Adam

Young can amplify. See him . . . or talk to KOWH General Manager Virgil Sharpe.

KOWH Omaha Represented by Adam Young Inc.



# WCCO Radio listeners than Minneapolis stations...

THAT'S NOT ALL!

Nielsen Station Index for July-August 1958 Also Shows:

### \*During the Day . . .

WCCO Radio has more listeners than all other Twin Cities stations combined! A 50.4% share of audience with 51,900 families for the average daytime quarter-hour.

(Station total, 6 AM - 6 PM, Mon.-Fri.)

### \*Among Adults . . .

WCCO Radio is the solid leader with a 56.9% share of the adult audience. Nearly one-third more than all other stations combined! (Station total, 6 AM - Midnight, Mon.-Fri.)

#### \*In the Metro Area...

WCCO Radio shows its overwhelming dominance with 391 quarter-hour wins. Four times more than all other stations combined! (Metro area, 6 AM - Midnight, 7-day week)

# he next five St. Paul combined!

\*Nothing sells like acceptance...

## WCCO Radio

MINNEAPOLIS • ST. PAUL
The Northwest's Only 50,000-Watt 1-A Clear Channel Station
Represented by CBS Radio Spot Sales

† Nielsen Station Index, July-Aug., 1958 / Station Total, 6:00 AM-Midnight, 7-day week.

## 36% MORE!

daily or weekly-by day or night--KCEN-TV has 36% more viewers

Re: homes reached by KCEN-TV NCS No. 3 reveals:

NIGHT—Weekly NCS circ. 99,060 KCEN-TV advantage—36.26% NIGHT—daily NCS circ. 78,280 KCEN-TV advantage—36.30% DAY—weekly NCS circ. 89,080 KCEN-TV advantage—37.49% DAY—daily NCS circ. 62,550 KCEN-TV advantage—42.93%

FT. WORTH . . DALLAS

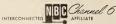
WACO. A KCEN-TY

. SAN ANTONIO

To plant your brand deep in the heart of Texas cultivate the booming Temple-Waco market\*

\*Temple leads state in retail sales gain for first 8 mos, of 1958 reports University of Texas Bureau of Business Research,

best sold KCEN-TV



Temple Office: 17 S. Third St. Ph. Prospect 3-8868. Waco Office: 506 Professional Building. Ph. Plozo 6-0332. TWX: Eddy, Texas, 8486.





## NEWSMAKER of the week

Last week, in Princeton, N. J., RCA demonstrated an AM-only stereophonic system to broadcast station executives. The new system, which uses a single AM transmitter within the regular AM broadcast band, can be received on a single AM radio set equipped with dual speakers. Until now, there has been no stereo system that operates entirely in the AM range.

The newsmaker: Dr. James Hillier, vice president, RCA Laboratories, whose announcement heightened the mounting interest among broadcasters, advertisers and agencies in stereo, broadcast techniques.

According to Hillier, the new AM-only system has definite advantages over other stereo methods. Until now, stereo broadcasting has used either FM only (multiplex) or an AM-FM combination of two radio, or one radio and one tv transmitters. RCA's new system uses a single AM transmitter, and is picked up by a single AM receiving set, equipped with a dual speaker system. Hillier points out that

present combinations of AM and FM receivers are "usually unmatched and difficult to tune to the proper relationship for full stereo effect."

For the listener, the RCA AMonly system means stereophonic sound with only one receiver and one tuning adjustment, "as simple in operation as tuning present AM sets." For the broadcaster, it means the ability to transmit live recorded stereophonic programs within present operating AM frequencies.



Dr. James Hillier

Hillier believes that one of the most important uses for the new AM-only system will be in the field of automobile radios "for which FM systems are not practical." (Despite the RCA announcement, sponsor has learned that Philico and Motorola are planning to introduce FM auto receivers in the near (uture).

Among other significant points, the new RCA system is adapted to present broadcasting techniques, and can be introduced without causing obsolescence of present conventional receivers. Executives who saw the demonstration at the David Sarnoff Research Center at Princeton, also heard a regular AM-non-stereophonic broadcast from WRCA. New York, on the same receiver.

In describing how the RCA system works, Hillier pointed out that a standard AM frequency is made up of a carrier wave and two symmetrical sidebands of slightly higher and lower frequencies on either side of the carrier. In the stereo system, each of the stereo channels is carried by one of the side bands. The stereophonic AM receiver picks up these sidebands, separates them and feeds them to two speakers to reproduce the stereo effect picked up at the studio.

# NEWSMAKER STATION of the WEEK WEEP applauds EASTMAN





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue

New York 22, N. Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg—Room 1043 San Francisco, Cal. YUkon 2-9760

 ${ t BUY}$  the station that has made the biggest news in Pittsburgh

## **BOUGHT**

BY STATIONS
AND ADVERTISERS
WHO WANT...

SMASH RE-RUN NO RATINGS

#### AND RESULTS!

Now, Economee offers these two timely, vital shows with proven audience appeal to win community praise for outstanding public service, to help you beat competition, build sales <a href="fast!">fast!</a>

THRILLING TALES OF ACTION! GALLANTRY! EXCITEMENT!

\*\*WEST
POINT\*\*

### SCORING RE-RUN RATINGS LIKE THE BOSTON DAYTON 34.5

#### BATON ROW 34.5

#### PITTSBURGH BUFFALO ALTOONA 44.2

#### 28.8

#### 28.8

NOW! 2 POWER-PACKED PRESTIGE SHOW





Here are a few of the stations coast-to-coast who are

#### **RUSHING TO SIGN!**

LOS ANGELES DETROIT

KABC-TV CKLW-TV

WABC-TV

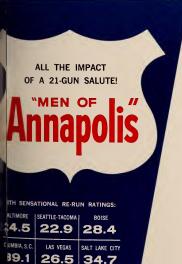
BUFFALO WGR-TV



PHILADELPHIA WRCV-TV

SEATTLE KTNT-TV

Both series are available for full or alternate sponsorship or as spot carriers to fit your sales and programming needs. Act now to get details on profit-making opportunities in your market!



#### They buy as a family . . .



#### because they were sold as a family . . .



#### by their local Meredith station!



KANSAS CITY SYRACUSE PHOENIX OMAHA TULSA KCMO WHEN KPHO WOW KRMG KCMO-TV WHEN-TV KPHO-TV WOW-TV

The Katz Agency The Katz Agency The Katz Agency

John Blair & Co. and Blair-TV John Blair & Co.

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Forming Magazines



# Timebuyers at work

June Kirkpatrick, Honig, Cooper, Harrington & Miner, Los Angeles, is a strong advocate for spot radio, believing that "for the advertiser with a limited budget a number of well-placed radio spots frequently comprise a far better buy than a few tv spots for the same amount of money. Spot radio achieves greater results for such an

advertiser since he gets better saturation, which is so important." On station merchandising, June doesn't believe in buying either radio or tv time to secure a good merchandising program. It is only a "plus," she says, and no matter how desirable the plan, it should be considered only as such. "Getting a good schedule should always come first in buying time." As to fin, June feels that these stations will have to come up with many more



facts, especially set counts and ratings, before they will receive a larger share of the ad budget. "Agencies must sell their clients on fact, not figment, because we can't afford to gamble with the advertisers' money. A buyer must apply judgment and imagination to ratings and cost-per-I,000, of course, but he cannot buy blindly."

Howard Webb, media director, Ralph Allum Co., New York, points out that while print salesmen continue to complain that the way tv and print audiences are measured and compared is inaccurate and detrimental to print, they do nothing to correct it. "Recently, one of the top men of a large metropolitan paper explained that they have



a sure-fire formula for solving this problem—one that after being conducted would definitely show that media is more productive. To prove their point, however, they want an advertiser to cooperate in their experiments. If they are so sure of their findings, why don't they go ahead on their own?' One of their primary objections to broadcast measurement, Ralph says, is that rating figures do not prove the viewer has seen the com-

mercial, and if he has, to what extent. They argue that the commercial is more heard than seen and that the viewer does not see what the product can do and why. "They may be right," Howard says. "But until they can show us facts, we will continue comparing print and tv as we are now. In short, they should put up, or shut up."



Now the smart buy in Los Angeles is even easier to make.

HOOPER FOR AUGUST-SEPTEMBER SHOWS KFW WITH MORE TOTAL AUDIENCE THAN ALL FOU NETWORK STATIONS COMBINED!

Be smart. Don't buy by ear or by "tradition".

Buy KFWB...first in Los Angeles It's the thing to do!



ROBERT M. PURCELL, President and Gen. Manager MILTON H. KLEIN, Sales Manager Represented nationally by JOHN BLAIR & Co.



# SOUPY SALES



Adults love him! Kids worship him!

### "BREAKFASTIME WITH SOUPY"

A happy morning show with an established addience ready to move from noon to morning with their lavorite comic. The new time will mean more adults will be around, too ... making Soupy a better buy than ever! When you buy Soupy you buy the comic who became the top-rated daying show in Detroit—outrated network competition from the other two!

7:30-8:30 A.M. MONDAY thru FRIDAY starting OCT, 13

For Availabilities contact

WXYZ-TVCHANNEL DETROIT

or Blair-TV!



# Sponsor backstage

#### Ad Alley: In or out of focus?

For some guys there is just not enough work involved in running a television station and being a television network vice president. Or in carrying the titles of executive vice president, chairman of the plans board and creative head of all media at Batten, Barton, Durstine & Osborn. So Sterling Quinlan and Robert L. Foreman each turned out a novel. Quinlan, who, as you may



know, is an American Broadcasting Co. v.p. and runs the Chicago station for the network, wrote a story called "The Merger," obviously all about the take-over of the station by the network. And our old columning mate, Foreman did an opus called "The Hot Half Hour," which you could conceivably believe is the story of *The \$64,000 Question*.

I enjoyed both books immensely. Red Quinlan and Bob Foreman are good story tellers, and obviously know their subject matter and their people inside out. It is questionable that Ernest Hemingway or Somerset Maugham will learn very much about delineating characters in depth or dimension from our conferers, but to anyone engaged in the advertising and/or television business this shortcoming in the two novels couldn't be less important. If you've toiled in these vineyards more than a year or two, as I have, you'll know every one of the characters in each of the two books. Or somebody just like them. And you fill in your own character details.

#### Something left out of the picture

It is a sheer pleasure, for one thing, to read stories about the agency and television businesses in which the lead personages do not spend the bulk of their time leaping from one Simmons mattress to the next, like oversexed mountain goats. In Quinlan's tale the love story is a simple and honest one between the hero, who is program director of the station, and his lovely, understanding wife.

The great truth common to both books to me is a simple and slightly frightening one. It is that in the television and/or advertising business (possibly to a far greater degree than most other American industries) any job of the level of program director and up, or account executive and up, is a back-breaker, and quite conceivably a home-wrecker. I think both Quinlan's and Foreman's portravals of what goes on-in the one instance, with the so-called merger of two broadcasting companies, and in the other, with the birth and gradual decline of a top 10 television program-are entirely authentic. Both of Quinlan's heroes work themselves very close to the edges of their respective graves, and while Foreman's boy is of hardier stuff, he surely blows his every chance for personal happiness because of the intensive pressure under which he toils each day. And Foreman, too, has the network president, who has survived three heart attacks. sitting through a meeting with the Partners who run the dress house which sponsors the Quiz Show-a meeting calculated to give sturdier men a stroke.



# You're in like Flynn on Channel

Represented by: Weed Television Corp.



I do not know whether Foreman and Quinlan believe the people they write about to be exceptionally hard-working, hard-pressed, sometimes hard-headed, often hard-hearted, as people in the tv, radio (showbusiness in general) and/or advertising fields go. My own experience over 25 years is that they aren't exceptional at all. I see them, and have seen them by the scores, nay the hundreds, week in, week out, scratching, scrambling, fighting and biting sometimes to climb a little higher, often only to survive. I saw the best of them I ever knew, John G. Wilson, Joe to his friends, then executive vice president of the Radio Corporation of America, on his death bed, tho which he had hurtled himself because he wanted to make RCA the biggest, best, richest, swingin'est company in the history of American business. He gave a damn lot toward that end. including, finally, his life.

That is the simple, and as I say, sometimes frightening truth about both Bob Foreman's and Red Quinlan's books. It depressed me a little for some reason I don't quite understand that neither Foreman nor Quinlan seem to be aware of this. Or if they are they didn't feel it merited a place in the summing up. While both the stories, as I said, are authentic and realistic the endings of each ring with all the truth of a half-dollar cut out of aluminum wrap.

Foreman comes up with a completely phony speech from the head of the agency to his tv department head, who has just lost the \$10,000,000 account.

"... We became all gimmick and finagle... the very same things those first great admen fought against are exactly the same things that tear down the business now. The sharp deal. The planted lie. The playing of one party against another. The fast talk. The loose language..."

#### The good ones get used up fast

This by way of the boss' explanation of why and how they lost "The House of Karess" account, a firm run by a couple of people only a little less horrible than some who run firms who sponsor big money quiz shows right now. By never telling a lie, by using no angles whatsoever, implies the agency head, his dashing tv chieftain will find the true path to success in the agency business. I hope I am correct in believing that Bob Foreman doesn't really believe this, because I would hate to see it become necessary for BBDXO to come up with a new executive vice president, chairman of the plans board and creative head.

Quinlan doesn't quite have the nerve to include his "message" in his story. He uses the gimmick of a post-story dedication in which he says: "... here is my point ... these are the people I am writing about (people in the television and advertising business). A restless, rootless tribe, they remain God's children all. They cast such lovely images. I think the book makes clear how I feel about them. They are good men. Men to be respected. Men of great pride and talent, who contribute so very much to our society. May God give us more men like the men in this book."

The good ones, yes, please, God. Because they sure get used up mighty fast. But all? Come on, Red. You know that along with the good ones we have our full share of the incompetent politicians, and the phonies and the thieves and the bad ones. Who needs them? Except in a novel.



dedicated to duty...
and devoted to her
favorite TV channel
...which in Portland
and 30 surrounding
Oregon and
Washington countles
Is KOIN-TV.
She buys nicely

...and frequently...
and frequently...
and mostly what you
suggest to her
on KOIN-TV.
The sporty
gentlemen from CBS-TV

Spot Sales know her secrets and will speak freely. Just try them. (And while you're at It, ask them about NCS No. 3.

#### **SLEEPER**

Of course you know about "Divorce Hearing," the unrehearsed new show that's causing all the talk. It's authentic, startling, presenting every-day people at the crisis of their lives, exposing the raw facts of their love and hate.

Dr. Paul Popenoe is in charge and appears on each show. In 1930, he founded and now directs the American Institute of Family Relations. Dr. Popenoe is the author of eleven books on marriage and social biology. His regular feature in *The Ladies' Home Journal*, "Can This Marriage Be Saved?", is nationally known.

Not a re-enactment, "Divorce Hearing" is the real thing—tragic, comic, emotion-packed, and fascinating! Fascinating? Listen to the reviewers;

From The New York Times: "Divorce Hearing'... has a fascination about it... The participants were forceful personalities whose acounts have a tragicomic flavor..."

From BIB Newsletter, "Facts, Figures and Film": "Interstate has a sleeper in its 'Divorce Hearing'... the psychologist-star Dr. Paul Popenoe will be a national figure with plenty of demands for his time before the first series runs its 52 weeks. .. When series opened in New York (WNEW-TV, old WABD) the station was swamped with telephone calls asking 'Is he (Dr. Popenoe) in New York?'... a hot subject..."

From The New York Herald Tribune: "... a fascinating program ... frank, unrehearsed ... candid ... The second couple made Ralph and Alice Kramden seem like Romeo and Juliet, and in spite of the seriousness of their situation turned out to be pathetically funny. 'He thinks he's Red Skelton,' the woman complained bitterly. He darmed near was."

Electrify your programming! Get "Divorce Hearing" from INTER-STATE TELEVISION — and get it now!



Large audiences reduce per unit cost when the rate card is right.\*

Top talent is harder come by, but it brings more salesmanship to that audience.\*\*

Maximum buyership is produced by keeping a family audience listening.\*\*\*

These are the costly extras that make the difference in product exposure — in product sales.\*\*\*\*

\*It is right on Bartell Family Radio.

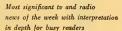
- \*\*No finer talent in America than on Bartell Family Radio.
- \*\*\*Bartell audiences are kept alert, responsive by the wonderful games for family fun — a built-in result producer.
- \*\*\*\*Products which depend upon volume sales depend upon Bartell Family Radio.

# REACH MORE PEOPLE AT LOWER COST ON BARTELL FAMILY RADIO



AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.





#### SPONSOR-SCOPE

I NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

DeSoto (BBDO, Detroit) this week put its 1959 model into the air with a fourweek campaign in spot radio.

The buying is limited to 20 markets, all of them selected by DeSoto dealers.

Schedules will be split into two flights: 12-21 November and 3-12 December.

The company apparently still is undecided as to what to do in tv.

-

Signs that Christmas business soon will be here:

• General Electric, through Y&R, is entering the gift market sweepstakes with its line of vacuum cleaners.

It's buying about 20 radio spots a week for three weeks starting 24 November.

• Advertisers interested in cashing in on some of the money youngsters get for Christmas may take a cue from what Highland Sales, of Minneapolis, is doing.

Highland, which makes Shaper-Plastic Games, is scheduling (via Mullen & Associates) a spot to campaign which will start immediately after Christmas and run through 30 January as a test in three markets.

Highland's through The high Christed with any angeling power will be write things.

Highland's theory: The kids—fortified with new spending power—will buy the things they hoped to find under the Christmas tree but didn't.

-

What will obviously bring distressing news to national-rate defenders is the outcome of a K&E query among radio stations on whether they will allow Lincoln-Mercury dealer groups a local rate.

K&E, though still in the process this week of tabulating the questionnaires, feels that the majority of stations replied that the local rate would be O.K.

Reps have argued consistently with their stations that 1) all auto advertising should come under the national rate, and 2) that deviations from this policy would make it difficult to preserve the national rate in the auto field as a whole.

0

Fels (via Aitkin-Kynett) has stirred up something of a storm among radio stations by insisting they accept riders which guarantee various types of protection against competitive products.

The riders, which several leading reps have told the agency are unacceptable, require these separations:

- A minimum of two minutes on either side of any kind of commercial, including I.D.'s and station promos. (Fels contends that promos should come under the heading of commercials.)
- A minimum of 30 minutes from any advertiser in the household soap field, including bleaches.
- 3) An hour from any competitor using the same announcer or personality to deliver the commercial live.

Fels, now in 60 markets, has been doing a lot of monitoring in recent months, and the position it's taking on the riders is: conform or face cancelation.

The agency says it's working on a similar rider for tv. About two-thirds of its radio schedules are for 52 weeks; the remaining third, for 39 weeks.



Radio sales managers for major rep firms still are hopeful that business will pour in during November and December in such profusion that 1958 will wind up with a flourish.

They expect a good bit of this new business to come from firms unloading some of their profits, or tax money.

These sales executives attribute the relatively slow pace of spot radio the past several months to such factors as:

- 1) The buying this season is running 5 to 8 weeks behind last year's pattern.
- 2) Heightened competition from the radio networks-an old story.
- The shift of what might have been spot radio money to daytime tv, both spot and network.
- 4) The trend of tv rates, especially for packages, toward matching the rising costs of radio.
- 5) The air media being cyclical business, tv spot appears to have replaced radio for the nonce as the hot, or high-riding advertising choice.

Timebuyers now will be faced with an additional classification of spot radio time: AA.

WIND, Chicago, has so dubbed the peak auto traffic periods. They are from 6:30 to 9 a.m., and from 5 to 6:35 p.m.

International Shoe, St. Louis, is pooling the spot tv money for three of its divisions into a single kitty with this idea in mind:

It will be able to get 30-40% more tv advertising than would be possible by placing separate schedules for each of the divisions (Roberts, Johnson & Rand; Peters; and Friedman-Shelby).

With the combined purchasing power it will get "planned" buys—small tv spectaculars in 130 markets. Krupnick & Associates will mastermind the campaign.

P.S.: There will also be buys by local dealers out of co-op money.

In the opinion of some influential Madison Avenue media directors, the upping of rates on minute announcements could in the long run prove disadvantageous to tv stations.

They question the logic of increasing the price just because at the moment, as they view it, there's a greater demand for minutes than for 20 seconds and I.D.'s.

Says the media director of one of the most active sources of tv spot: "We're willing to buy minutes in marginal time and take a lower rating. If stations require more for minutes, we'll turn back to 20-seconds and benefit from the higher rating obtainable in chainbreaks. One set of values washes out the other."

Here's what prompted the comment:

Indications from reps that stations are contemplating a higher rate for minutes, traditionally priced the same as 20-second spots.

(For background on this article, see page 31, 25 October sponsor.)

If you're looking for evidence on how saturation radio can create a knowledge of and influence toward an advertiser, the results of a recent study of CIT Credit Corporation's eampaign on NBC Radio's Monitor will come in handy.

The survey examined three areas of advertising influence: (1) awareness and knowledge about CIT and its services; (2) opinions about the company; and (3) preference for CIT's auto-financing plan.

Analysis of the queries' results—following a campaign of 70 announcements per weekend over four weekends in March-June—boiled down to this:

| REACTION                              | PRE-CAMPAIGN | POST-CAMPAIGN | GAIN |
|---------------------------------------|--------------|---------------|------|
| Spontaneously named CIT               | 12%          | 28%           | 133% |
| Identified CIT slogan                 | 7%           | 22%           | 214% |
| Would consider using auto finance co. | 19%          | 25%           | 79%  |
| Specifically CIT                      | 19%          | 23%           | 21%  |



Acceptance of hard liquor advertising by a few radio stations already has started to stir up what you'd expect: Grumblings by church and temperance groups.

The break from an industry-imposed taboo shows signs of building into a sizzling controversy on a multitude of fronts—religious, public opinion, the distilling business, stations, and even the advertising field.

Right now three sectors—the big distillers, the NAB, and possibly the FCC—admit they've got a hot potato that they'd like to get rid of as quickly as possible.

As an example of the sort of thing the trio has consistently tried to avert: The National Association of Evangelicals, claiming to represent some 40 Protestant denominations and 10 million Protestants, this week asked the FCC to hold hearings on all license renewals of stations that accept distilled beverage advertising.

Noted Howard Jones, of the Distilled Spirits Institute, in commenting on the situation to SPONSOR-SCOPE: "Our members are as adamant as ever against the use of radio and tv by sellers of distilled beverages."

An incipiently haunting question meantime is: Would air-media acceptance of liquor draw frowns from the beer sponsors?

(See 8 November SPONSOR for full-dress exploration of liquor question.)

oo oapro

The toiletries market appears to be staging a comeback: John Breck is expanding its tv commitments with a series of Shirley Temple re-runs on ABC TV. The new money will run around \$925,000 in time and show cost.

Involved are 13 re-runs to be telecast on a hookup of 40 top markets, Monday 7:30-8:30 p.m. every third week,

-

The Edison Electric Institute is turning to daytime network tv to parry the thrusts that the gas producers have been making via Playhouse 90.

The Institute's appropriation for the campaign in '59: \$800,000.

In shopping among the networks for accommodations, Fuller & Smith & Ross, the agency on the account, is taking this precaution: It wants to avoid proximity to any appliance advertising. The Institute—comprised of electric utility companies—doesn't want to give the impression it's favoring any one appliance maker.

Alcoa is sweetening the air media pot with another \$3.5 million, making a total commitment of \$6 million for network tv.

Of the additional \$3.5 million appropriation, \$500,000 will go to network radio with the turn of the year.

At the same time, Alcoa will debut a supernatural series, One Step Beyond, in the Tuesday 10-10:30 p.m. slot on ABC TV. It's continuing with the alternate sponsorship of its anthology series on NBC TV Monday nights.

Alcoa's added budget raises the current annual rate of tv expenditure by heavy industries to \$51.5 million. (See 27 September SPONSOR-SCOPE.)

-

What may make an interesting point of comparison a month or two hence—when ABC TV's daytime programing will have been amply exposed—are these standings of NAA (national average audience) homes shown in Nielsen's second September, 1958 report:

| RANK | NETWORK | PROGRAM             | TOTAL NAA HOMES |
|------|---------|---------------------|-----------------|
| 1.   | CBS TV  | As the World Turns  | 3,613,000       |
| 2.   | CBS TV  | The Secret Storm    | 3,542,000       |
| 3.   | CBS TV  | Search for Tomorrow | 3,350,000       |
| 4.   | CBS TV  | Guiding Light       | 3,306,000       |
| 5.   | CBS TV  | Edge of Night       | 3,185,000       |
| 6.   | NBC TV  | Price Is Right      | 3,148,000       |
| 7.   | CBS TV  | Brighter Day        | 3,132,000       |
| 8.   | CBS TV  | Verdict Is Yours    | 3,109,000       |
| 9.   | CBS TV  | The Big Payoff      | 2,958,000       |
| 10.  | NBC TV  | Concentration       | 2,929,000       |
|      |         |                     |                 |

RCA this week took a consent decree from the Justice Department in the longstanding anti-trust suits over alleged monopoly of radio-ty equipment patents.

Among the things RCA has agreed to do: (1) make its color tv patents available royalty-free, (2) refrain from acquiring tv-radio patents from outside its own organization, and (3) cease the practice of selling its licenses on a package basis.

ABC TV may go almost completely western Sunday nights—thereby taking a page from the old "grind" film theatres that programed three westerns in a row.

In the case of ABC, there would be four consecutive westerns: Maverick, Lawman, Colt 45, and Tombstone—from 7:30 to 10 p.m. EST.

Don't be surprised if NBC, in order to cash in on a lot of year-end money, tries to make available weekly minute buys a la CBS TV's Perry Mason and Pursuit.

Much of the year-end disbursements will come from drug companies already heavily involved in tv. Another anticipated source are the cigarettes.

Look to 1959 as the year when the term "media-oriented" will loom more importantly than ever in the competition for new business among ad agencies.

The implications of the term: A willingness to go all-out on newly-conceived media concepts and techniques, after proper documentation of the facts. Also, an alertness to newer ways of using established tools, such as spot tv and spot radio.

Generally recognized as shining lights among media-oriented agencies are Bates, Benton & Bowles, Compton, Burnett, Y&R, F&S&R, and DFS.

Likely to have quite an impact on advertising is the new mode of competitive thinking that's rapidly being adopted throughout the manufacturing world.

In the past, the manufacturer pegged his sales objective in terms of what he did the previous year. For instance, he'd move his goal up or down, say 10%.

Now the manufacturer thinks primarily in terms of the "task." In other words, the goal becomes the share of the market, and his important yardstick is the cost of achieving this share.

Largely responsible for this switch in planning is the fact that the manufacturer has less and less influence on what his competitors are doing—one reason being the dynamic trend toward diversification. Who would have guessed a few years ago, for instance, that R. J. Reynolds would suddenly move into the drug-toiletries field via Warner-Lambert?

You can get an insight into how the advertising appropriation picture shapes up across the country by checking the availability of expert agency help.

A look-around this week by SPONSOR-SCOPE's correspondents indicates this area-byarea situation:

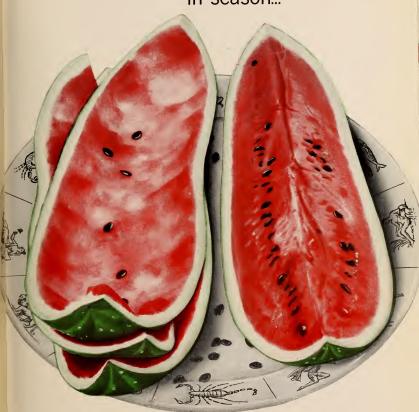
NEW YORK: Generally a marked pick-up in employment; there are actual shortages in some facets of the business (like the air media), but an oversupply for the older services.

CHICAGO: Job-getting is still intensely competitive, with agencies taking a longer and more critical look at prospects. Some agencies say they're waiting to see what happens on 4 November, thereby suggesting the belief that election results will influence their clients' 1959 budgets. Percentage-wise, there are fewer radio-ty people on the market than in any other phase of the business.

SMALLER MIDWEST CITIES: Considerably less job-seeking than in metropolitan area, possibly because agencies exercise greater control over their clients' budgets.

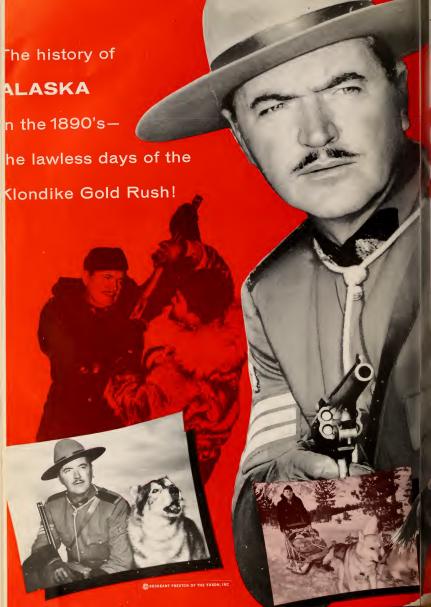
WEST COAST: Employment seems to have firmed up strongly in the past few months.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 52; News and Idea Wrap-Up, page 64; Washington Week, page 59; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 78; and Film-Scope, page 57. a good quarter is always in season...



and we've had three great ones! WRCA-TV has stacked up quarterly records one after the other this year. The third quarter was the sweetest! WRCA-TV's share of audience was up a juicy 17% over last year...sales up a mighty 26%. It has been the biggest third quarter and the biggest first nine months in the station's history! Whatever your product, don't miss the record-breaking harvest of the last quarter... on the NBC leadership station in America's richest market.

SOURCE: NSI, JULY-SEPT., 1958 VS. 1957 WRCA-TV-4 NBC IN NEW YORK SOLD BY NBC SPOT SALES



Three years on the CBS Television Network–

Now available for the first time
to local and regional sponsors!

# of the

Nine years of consecutive sponsorship on radio and television by The Quaker Oats Co.

# INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • New York 22, N.Y. PLaza 5-2100



No question about results when you buy KJEO-TV. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less, Call your H-R man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!





#### 49th and Madisor

#### 50-1

To squelch my complete frustration. DO-by all means-include the answers to SQ-1! Plus future SQ's! You suggested 27 out of 30 as a reasonable translation . . . 22 is my limit. I might say that SQ-1 is slowly driving me mad.

> Willy B. Dobson CKCK Radio Regina, Sask., Canada

To keep W.B.D. of CKCK from complete fras-tration, SPONSOR has sent one tranquilizer pack-age of SQ-1 answers in a special hands-across-the-border gesture.

I'm stumped on No. 5 (BOA) and I'm unsure about No. 18 (LNA-BAR), The latter I presume is Broadcast Advertisers Reports, and I suspect the first three letters refer to some other service that organization has.

But I decided not to even look up No. 5 and will count on you to let me know that you didn't just make a mistake, and it should have been BOAC!

Now what I really want to know is: Do MMM, GF, CP, and LOF continue using BMB to evaluate MBS or has NSI supplanted?

And how is your ESP tuning Nov.

Don L. Kearney Director of Sales Corinthian Broadcasting Co. New York

Memo to D.L.K.: LNA equals Leading National Advertisers and you're ½-right. BOA may need BOAC if radio'ty competition gets any tougher, by the ADA is the Bureau of Advertising of the ANPA. Incidentally, have you found that too much MR throws off your ESP?

#### Comment on a SPONSOR editorial

I have just seen the "Sponsor Speaks" of the October 4th issue, and I want to thank you so much for your kind comment about THE OPEN MIND.

I feel quite honored by your mention and by my association with CAM-ERA THREE and the other programs you list. You possibly have been following my OPEN MIND series on the impact of TV on American Life. At any rate, I am enclosing transcripts of these programs. I think you'll find that much of what appeared in "Sponsor



In Denver, IMPACT in programming and commercial presentation assures KOSI advertisers a "cosy lead" in Denver sales.

Every day more and more families are tuning to KOSI for music, news, and features with universal appeal. Talk to your Petry Man about the most dynamic selling force in Denverradio station KOSI!

KOS

5000 Watts Denver is KOSI-land!

Give a "whistle" for your Petry Man

WGVM-Greenville, Miss. KOBY in San Francisco Mid-America Broadcasting Co.



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### WGN-RADIO

Speaks" came out directly or indirectly in this series.

Despite my academic background and my educational television orientation, I think that the *Times* editorial was for the birds!

Richard D. Heffner director of programs Metro. Educational Tv. Assn. New York

#### The Merger

Thank you for the very nice pix and paragraph on the launching of my novel in your current issue.

This was most kind of you and I know it will undoubtedly help the sale of the book. Incidentally, you will be surprised and happy to hear that "The Merger" went into its third printing on publication day! This is most unusual for a first novel; even a second printing on or before publication date is unusual.

The book received great notices in Chicago and now I am keeping my fingers crossed to see what the notices are in the daily press in other cities around the nation.

Red Quinlan vice-president, ABC Chicago

#### E

#### **BBDO** marketing operation

Please send a reprint of "Marketing in the Modern Agency" from spoxsor, 20 September 1958, pages 38 and 39. I am tremendously impressed by the outline; it is the best I have found including the many offered in textbooks.

Edith N. Gould
Batz-Hodgson-Neuwoehner
St. Louis



I am currently engaged in two graduate research projects in the Department of Telecommunications, University of Southern California, and would appreciate your help.

Would you please send me reprints or lists of articles you have published

1. Animated Television Commercials
2. Automation

I am interested in all phases of both of these subjects, therefore all pertinent articles will be of help.

Joseph J. Sands Los Angeles

 SPONSOR is glad to supply information to one of its many student readers,

#### Open Sesame To Sales In Memphis!

Bert Ferguson Exec. Vice-President, WDIA



The door is wide open for bigger sales and profits for you in Memphis! We've wrapped up 40% of the market—the Negroes in the Memphis market area!

First station in the area to program exclusively to Negroes . . . Memphis' only 50,000 watt station . . . America's only 50,000 watt Negro station . . . WDIA reaches 1.237,686 Negroes! Almost 10% of America's total Negro population!

This big buying audience earned \$616,294,100 last year! And they spent—on the average—30% of this income on consumer goods!

#### FIRST IN LISTENERSHIP

And before they buy, Memphis Negroes listen—to WDIA! In the March-April 1958 Nielsen Station Index, Sunday through Saturday, WDIA totaled up an overwhelming 52% more rating points than the next-ranking station.

| Station | Total Rating<br>Points |
|---------|------------------------|
| WDIA    | 528.2                  |
| Sta. B  | 337.1                  |
| Sta. C  | 284.1                  |
| Sta. D  | 278.8                  |
| Sta. E  | 137.4                  |
| Sta. F  | 101.3                  |
| Sta. G  | 74.1                   |

WDIA's national advertisers include: FORD MOTOR CO. . . GENERAL FOODS . . GROVE LABORATORIES . . KELLOGG COMPANY . . . KROGER STORES . PURE OIL . . LEVER BROS.

We've got the market—and the medium! Why not drop us a line? We'd like to show you how WDIA can open the door to high volume sales and profits for you . . . in the sales responsive Memphis Negro market!

WDIA is Represented Nationally By John E. Pearson Company

EGMONT SONDERLING, President ARCHIE S. GRINALDS, JR., Sales Manager



We love them both! And no wonder! Be contenders for New York's Governorship elected TELESTUDIOS produce their television appeals with quality, with speed, with flexibility and low cost typical only of VIDEOTAPE. In return this bi-partisan vote of confidence, the TELESTUDIOS' organization went into high gear and worked for both parties with equal ferrometers.



same kind of VIP treatment on which you can count when you go that live look you get with tape at TELESTUDIOS. So if you're proing commercials, pilots or programs ... if you want the kind of ing care your productions rate—then get on the bandwagonal on VIDEOTAPE, call on NTA'S  $\overline{ ext{TE}} ext{LESTUDIOS}, \overline{ ext{INC}}.$ 

WPAT is pleased to announce the appointment of the WEED RADIO CORPORATION as exclusive national representatives Effective November 1, 1958





#### The Parti-Day ty test is on its way

- ▼ Unique "in-depth" study of a new product's marketing experiences opens in Green Bay, Wisconsin area
- ▼ SPONSOR exclusively will report role of daytime tv. in food item's debut; test is scheduled for six months

GREEN BAY, WIS. This is the start of a case history such as vou've never seen before-a living diary of a new product in a new market with a relatively new medium (daytime tv spots) to back it up.

PRODUCT: Parti-Day Topping, a new 49¢ topping for desserts, etc.

AGENCY: D'Arcy. TEST AREA: Green Bay, Wis., and 80 miles around it. STATION: WBAY-TV.

BUDGET: \$9,980 for live daytime tv spots.

Week by week, for 26 weeks, sponsor will give you exclusively an "indepth" insight into the experiences of this new product as it struggles to get a firm foothold solely with the promotional aid of daytime tv. That tv will sell the merchandise is pretty much a foregone conclusion. But why tv can do that-why ty so specifically is a



#### THE TEAM

1) Haydn Evans, general manager, WBAY-TV, Green Bay; 2) Marvin Bower, of Otto L. Kuehn Co., food brokers: 3) Robert Parker, marketing director, WBAY-TV; 4) Robert J. Curry, D'Arcy advertising agency. 5) Russ Widoe, WBAY-TV announcer-m.c.; 6) Richard H. Partridge, sales v.p. for Parti-Day, Inc.



GREEN BAY AREA, as shown in NCS-3 coverage map for station WBAY-TV, includes 11 wholesale grocery distributor points and 395,330 tv homes out of 474,700 total homes

"new product medium"—and why its very speed and impact raise consideratious that haven't existed before—these ere the heart of the continuing story which SPONSOR will relate.

Richard H. Partridge, Parti-Day v.p. for sales, and James B. Wilson, account supervisor at D'Arcy, neatly sum up what they—and you—can get out of the experience. This is how they put it:

"We expect Parti-Day to do well in the Green Bay territory. It's a good ice cream area, and a good hot chocolate area, with a high dollar volume in grocery products.

"Even more important to us, however, is the test itself. If daytime tv in Green Bay does as well as we expect, we'll have definite answers on what we should do in other markets. We look to the test to provide us with a real marketing barometer."

#### I. Background of the Test

Behind Parti-Day's Green Bay experiment, and SPONSOR's full-scale coverage of the test, is some important advertising background.

Three years ago, in the spring of 1955. SPONSOR pioneered in providing complete, blow-by-blow accounts of ty tests, specifically involving B&M Peans. sponson's on-the-spot stories gave the advertising industry its first conclusive, felly-documented evidence of tv's power to promote a slow-selling grocery item. B&M sales rose more than 100% during a 26-week period, and sponson provided complete, accurate details on how, why, where and in what types of outlets.

Today tv's sales power is no longer in question. Everyone knows that the medium can sell the goods. However, marketing experts in agency and client organizations are now asking many pointed, in-depth questions about to usage:

- Can tv alone do a satisfactory job in introducing a grocery product? Or is a combination of tv and another medium more efficient?
- What is the relative power of day
  vs. night ty spot?
- How much does to help in building distribution?
- How can tv aid in defining a product's sales potential?
- What can to do to help establish a product's true market? (Is it among women, children, teens?)
- How efficient are local live ty "personalities" in selling a new product? How do they compare with filmed commercials?

- What are the best copy themes to be used in a tv campaign?
- What are the best product "uses" to be promoted on ty?
- How can an advertiser, an agency, a food broker, and a broadcasting organization work together most efficiently in promoting a grocery item?

The answers to these, and many other questions of great interest to advertisers and agencies, will be reported by SPONSOR as they develop in Green Pay.

Full details of the Parti-Day operation will be explained with no attempt to hide problems, headaches, competitive activity, or negative consumer or retail reactions, if they occur.

#### II. Parti-Day Faces a Tough Job

No one at Parti-Day or D'Arcy expects the test to be a sales breeze or a walk-away. Parti-Day faces tough competition and stern distribution and consumer problems.

Here in Green Bay, as the test begins, Parti-Day is being carried in approximately 5% of the 1,500 retail outlets in the territory. Though it was introduced to the trade last spring, and has been in the hands of brokers and some wholesalers since April.

#### PARTI - DAY SA

Parti-Day was introduced of only 3,145 cases. Dur.

City

\_\_\_\_

MANITOWOC OSHKOSH

APPLETON

GILLETT

GREEN BAY

MENOMINEE FOND DU LAC

STEVENS POINT WAUSAU

NORWAY

TOTALS .....

wholesale case shipments amounted to only 3,145 cases for the entire sixmonth period from 15 April to 15 October in the Green Bay territory (see helow).

Moreover, Parti-Day is a new type of grocery product, or at least an old product sold in a new form and packaging. Used as a topping for ice cream, cakes, and other desserts, and for flavoring milk and making hot chocolate, Parti-Day is packaged in an aerosol container, and comes in four flavors-chocolate, fudge, butterscotch, and marshmallow. It faces competition here in Green Bay from Hershey, Smucker's, Topps, Floz and 12 other toppings, though none are marketed in exactly the same way (Hershey, for instance, sells only chocolate flavors; and Floz, also a chocolate topping, is the only topping sold in aerosol dispensers).

#### III. Parti-Day Business Background

Behind Parti-Day, however, stand more than 70 years of experience in the topping business. Parti-Day is manufactured by The Liquid Carbonic Corp., long-time supplier of carbonated beverages, syrups, and toppings to the drug store and soda fountain trade, Liquid Carbonic, in fact, developed its topping line in order to strengthen its position in soda fountains. (At one time it also sold complete fountain equipment as well as syrups and beverages.)

In recent years, however, the rise in home freezer units has sharply cut into drug store and soda fountain sales of ice cream, and this prompted Liquid Carbonic to research new, direct-tothe-consumer products. Parti-Day, after many months of testing, was introduced to the trade last April.

Packaged in a 12-oz. aerosol dispenser, Parti-Day has certain unique consumer advantages. It needs no refrigeration. (Many toppings which come in jars or cans must be kept in the refrigerator and frequently cake or harden; it's estimated that they have a 20% wastage.)

In addition, Parti-Day is easy to use—just tip the can and press the spout.
There is no spooning, no pouring, no messy drip or ring. And Parti-Day stays fresh indefinitely.

Despite these strong sales points, however, Parti-Day does need demonstration. Unlike shaving creams, toothpastes, and other products sold in aerosol dispensers, Parti-Day does not foam and froth out of the tip of the container. The can must be shaken, then inverted to let the syrupy liquid run out. Unless this is done, pressure on the tip merely allows the gas to escape, and renders the container useless.

For these reasons, both Parti-Day and D'Arcy executives feel that education and demonstration must be part of all introductory Parti-Day advertising. Hence the importance of visual media, especially tv.

#### IV. Introducing the Marketing

Distribution for Parti-Day toppings is handled by Parti-Day Inc., a subsidiary of Liquid Carbonic, headed by Peter G. Holliday, president, with Richard H. Partridge, v.p. for sales.

At D'Arcy, the account is handled by Robert J. Curry, Jr., account executive, with James B. Witson, account supervisor. D'Arcy designed the Parti-Day container and has worked out all details of Parti-Day's introductory and test market advertising.

So far, introductory campaigns for Parti-Day have been run in Boston, Milwaukee, Chicago, Phoenix. Louisville, and a few smaller markets. In

(Please turn to page 75)

#### THE GREEN BAY AREA BEFORE TV ADVERTISING GOT STARTED

tile trade early in April. Between 15 April and 15 Oct., sales to wholesalers showed total case shipment figures with period there was no advertising, or consumer couponing, or sampling of Parti-Day in the Green Bay territory

| 300 | May<br>1-15 | May<br>16-31 | June<br>1-15 | June<br>16-30 | July<br>1-15 | July<br>16-31 | August<br>1-15 | August<br>16-31 | Sept.<br>1-15 | Sept.<br>16-30 | Oct.<br>1-15 | Total |
|-----|-------------|--------------|--------------|---------------|--------------|---------------|----------------|-----------------|---------------|----------------|--------------|-------|
| 0   | 0           | 0            | 0            | 0             | 0            | 0             | 0              | 0               | 0             | 0              | 0            | 0     |
| 0   | 55          | 0            | 30           | 0             | 0            | 0             | 0              | 30              | 30            | 0              | 0            | 145   |
| 0   | 0           | 180          | 0            | 65            | 170          | 100           | 160            | 220             | 155           | 315            | 0            | 1,365 |
| 0   | 0           | 0            | 75           | 30            | 30           | 0             | 45             | 15              | 0             | 0              | 0            | 195   |
| 0   | 0           | 0            | 0 -          | 0             | 0            | 0             | 100            | 0               | 0             | 0              | 0            | 100   |
| 0   | 0           | 30           | 0            | 0             | 0            | 0             | 0              | 0               | 0             | 0              | 0            | 60    |
| 0   | 0           | 0            | 0            | 0             | 0            | 0             | 0              | 0               | - 0           | 0              | 0            | 0     |
| 0   | - 0         | 45           | 45           | 60            | 0            | 60            | 50             | 75              | 15            | 0              | 0            | 350   |
| 0   | 0           | 0            | 0            | 0             | 0            | 0             | 0              | 0               | 0             | 0              | 0            | 0     |
| 0   | 0           | 75           | 90           | 0             | 0            | 0             | 50             | 35              | 30            | 0              | 0            | 330   |
| 0   | 0           | 0            | 0            | 0             | 0            | 0             | 0              | 0               | 200           | 400            | 0            | 600   |
| 0   | 55          | 330          | 240          | 155           | 200          | 160           | 405            | 375             | 430           | 715            | 0            | 3,145 |



#### Portrait of

- ➤ Villain or hero—a buyer is many things to many people
- ✓ Here's a profile of one—
  fair and tough and creative

As a small boy, Salvatore J. "Sal" Agovino helped his grandfather deliver bread on a bakery route through the family's neighborhood of South Brooklyn near New York's Coney Island.

Today, at age 28, Sal is back in the baking business again-this time, however, on a national scale. His job: timebuver at McCann-Erickson for the National Biscuit Co. Account: sweet goods, and two brands of bread. He still lives near Coney Island in a sevenroom apartment which he shares with his cousins and their family of five children (including two sets of twins; Sal is godfather of one set). This residence, however, is due to change after 11 April, the wedding date set when Sal became engaged this month to a girl from the Bronx, Yolanda Di Pinto, who works for the Loyable Brassiere Co. as a stenographer and model. "A model only for lady buyers now we're engaged," Sal adds.

Sal's average day begins about 6:30 a.m. when the kids jump into his sack and keep jumping until he gets up and pours them some milk. At 8, he is aboard the BMT subway or, if he is seeing his financé that night, driving his car to Manhattan. At about 9:05 he swings into the McE building on Lexington Avenue, an adman ready for work but resembling somewhat more in build and manner a promising welterweight on his way to Stillman's Gym.

Indeed there are those in air media advertising, especially on the seller's side, who are apt to use ring terminology to describe Sal's timebuying. "He's tough but fair," says one rep. "Sal knows what he wants in a market," says another, "and keeps hammering until he gets it." To others along Madison Avenue, the latter compliment

Five Years in air media has taught Sal Agovino much: The more you ask a rep, the more you get

#### ig-time buyer: Mc-E's Sal Agovino

becomes a clear-cut case of Latino duro ("Latin stubbornness").

Reaction of opinion to Sal Agovino is an interesting thing, since a time-buyer is all things to all people. To the station he buys, he may be a genius; to the station he doesn't, he may be a dope. To a Sal Agovino, it couldn't matter less—one way or the other.

"I've never known a more probing buyer," one rep says. "He calls the shots, and we try to comply. He's got to make a 'hero buy' in every market."

Up and down Madison Avenue, it would be hard to find a buyer with a greater feel for the "other side of the fence" than Sal Agovino. He will not hesitate to throw the whole burden of a buy on the seller, knowing that at that point the seller is honor-bound to come up with the greatest. An example is Sky King, half-hour kid show for Nabisco, which Sal now has running in 110 markets.

"I shudder to think of the ratings thing up with Sky King and the cost-per-I,000's he's averaging in his markets," one station man said. The client certainly isn't divulging these averages. But indicative of the success of Nabisco's target of small fry with this ty show is the fact that in the slightly more than two years of Sal's buying the markets have expanded from 70 to 110. In addition to Sky

King, Sal is buying both radio and tv for two National Biscuit regional breads—"Home Town" and "Millbrook" in 17 bakery market areas.

brook" in 17 bakery market areas. For Mc-E's media department Sal Agovino has just turned out a first draft of a standard procedure for broadcast buying which will be used in conjunction with the training of future buyers.

Reflected in it are many of Sal's own philosophies. "The buyer who best understands the seller is the one who does the greatest service for his client."

In making a buy, Sal asks himself (1) What's your product? (2) What are you trying to do? (3) How much money should you spend?

Luncheons are usually with client representatives, reps or station managers. With Sal, if a luncheon goes beyond an hour-and-a-half, it's got to be justified by concrete results. With a fiancé taking up most of his evenings, he likes to quit promptly at 5.

The basic honesty of a Sal Agovino may be to some naive, to most, refreshing. It may stem, in part, from the fact that, as one adman put it, "Here's a most un-lyv League guy who never had a dream of becoming an advertising guy." A look at the years between the Coney Island bakery route and Nabisco bears this out. Sal was a premed student at University of Pennsyl. vania, decided to cut out at the sight of his first cadaver, wound up with a B.A. in arts and sciences instead. After two-and-a-half years with the Marines, he found himself back in New York looking for a job. He answered a Times "bright young man" advertisement which never mentioned "advertising." It turned out to be a \$55-per-week job at Wm. Esty Co., and Sal grabbed it. For about a year he did only estimating, then bought for Ballantine under Frank Mahon. Then Esty's Jim Clinton (Colgate and Reynolds) moved to Dancer-Fitzgerald-Sample, and Sal helped take over on those accounts until he got a call from D-F-S. They offered Sal the timebuying job on Falstaff beer. September 1956 saw Sal move into Mc-E on Nabisco. He hadn't intended to get into advertising, but now that he's in it, he's going to play it hard by his own rules.

His rules are clearly defined in the first draft buying procedure he has written. Here are a few suggestions from it: (1) The buyer, by bringing pressure on the salesmen, will often discover availabilities that even the representatives did not know existed. (2) If buyer feels that the times available do not represent a good buy, a second request for availabilities should be made. (3) Giving as much information to the reps as possible is important.

All in a day: Dorothy Kupper, Sal's estimator, checks out a proposed buy with him. Sal phones reception desk to bring in a rep; his door is never closed to them because he feels a rep can do much to service his client. Impromptu chat with boss, broadcast supervisor Ted Kelly









#### RADIO: is it the

 SPONSOR survey of reps, agencies and advertisers indicates widespread belief that radio is undermeasured

As a result, radio is too often undersold as well as undervalued, lacks the major stature it deserves

Radio—the medium which only 20 years ago had advertisers and agency-men enchanted with its performance and potential—today is struggling against an overwhelming handicap: in its fight for the advertiser's dollar, radio is being grossly and unfairly short-changed.

In an age when research controls how and where advertising's \$11 billion are spent annually, it is ironic that research—once radio's best friend—is now the thorn in radio's side. But all the evidence points to the conclusion that radio is vastly undermeasured and as a result, undersold and undervalued.

There is no better proof of radio's role as the total circulation medium than the 142,600,000 working radio sets in existence today—one for every American over the age of 12. Yet, strangely enough, it is precisely this vast number of sets—where they're dispersed and how they're listened to—that is the cause of radio getting less than its due.

One agency media director, a veteran of radio's golden days, explains the problem this way:

"Only a few years ago, when the average family gathered around the radio in the living room, measuring radio was no problem; the whole family was listening to the same thing. But when the came along, radio relinquished the living room. It spread itself rapidly throughout the house, and into the garage, the barn, the automobile, even the tractor.

"After that, radio became harder and harder to measure. Listening to radio became such a personal thing that no research technique could be found to measure accurately how many members of the family were listening, to what stations and for how long. It was radio's sheer strength of numbers that led directly to its lack of adequate measurement."

A sponsor survey of reps, agencies and advertisers in New York and Chicago indicates widespread agreement that radio is sadly undermeasured. One rep charged that rating services measuring radio today use "Dark Age" techniques. Another rep-Frank Boehm, research director of Adam Young, Inc.—insists that "Of the three measurement services now surveying radio audiences, only one approaches some full measure of the medium and that is Pulse. Pulse alone provides a measurement of out-of-home listening by individual station. . . . Nielsen has apparently turned their backs on radio completely. They continue to use outdated material to provide up-to-date total audience data in their local survevs. They have not yet determined a means of reporting out-of-home listening on a per-station basis, but go so far as to suggest that an average percent bonus figure be applied to all stations. In at least one market I understand they actually add the percent, but are careful to put warnings in the footnotes as to the possible misuse of the

"What radio needs," continues Boehm, "is less footnotes and more accurate reporting of radio audiences in total homes, men, women, teens and children delivered by trading areas. Only then will the timebuyer feel that the data is accurate and easily applicable to today's buying pattern."

Reps are not the only ones who decry radio's lack of adequate measurement. The head timebuyer of a major air media agency admitted to spoxson that no other medium offers as inaccurate a yardstick. "If we could show an advertiser exactly how much he really gets when he buys radio," said this timebuyer, "we would have far less trouble getting a bigger budget for radio."

The three rating services measuring radio today—Pulse, Nielsen and Hoop-

er—all claim publicly that their radio surveys are accurate. But some will admit privately that they could be much more accurate but for two problems.

The first is that no one has yet found a way to measure radio listening by individual rather than by family or household. The average home today has three radios, and all three can be on at the same time listening to different stations. Too, almost 5½ million of the more than 15 million radio sets sold last year went into automobiles where accurate measurement of listening is extremely difficult.

But the second and more important reason is money. The executive of one radio rating service confided to spoxson that "We'd find a way to measure radio listening accurately if the money was there to finance it. The trouble is that the money today is being spent for promotion rather than research."

A spokesman for Schwerin Research Corp. backs up the argument that not enough money is being spent for radio research. He explains that less than 2% of Schwerin's tests of commercials from 1956 through 1958 have been concerned with radio. The major reason: it costs just as much to run a proper study in radio as it does in ty.

However, there is hope that radio's full dimensions—at least in one respect—will soon be made clearer for agencies and advertisers. Only last week, RAB announced plans for a major survey of radio sets (to be conducted later this month by ARF). The survey, the first study of its kind since NCS #2 in spring of 1956, will determine the number of radio homes, and the location of sets both in the home and in automobiles.

If radio is being undermeasured, it is certainly also being undersold. Trying to compete against the impact of television, armed with inadequate research, radio's salesmen are using ar-

#### hort-changed ad medium?

#### This is how radio is checked

- 1. Pulse uses personal interview-aided recall, provides homes delivered, audience composition by station, and out-of-home
- 2. Nielsen uses Audimeter and Audilog-Recordimeter, provides homes delivered and cumulative audience on both national and local level
- 3. Hosper uses telephone coincidental, shows homes delivered, share of audience, and auto listening
- 4. RAB publishes figures on spot radio use by type of buy

#### ... but often underchecked

- 1. No completely accurate national out-of-home audience figures
- 2. No reliable research on audience listening habits available
- 3. No reliable research available on audience, loyalty to radio
- **4.** No reliable research on radio's impact or sales effectiveness
- 5. No measure of dollar investment by advertisers in network radio

#### This is how radio is sold

- 1. On low cost-per-1,000
- 2. On flexibility
- 3. On saturation
- 4. On package prices
- 5. On station's competitive strength based on ratings, market coverage, personality

#### . . . but often undersold

- Radio becomes, in the mind of the buyer, the "bargain basement"
- Radio is often bought to help solve special problems, rather than as basic part of ad campaign
- 3. Radio competes with itself for advertiser dollar more than with other media

#### This is how radio is rated

- 1. Many admen have "grown up" in the post-war tv area, don't realize radio's potential
- 2. Some advertisers and agencies regard radio as a secondary medium
- 3. Radio is often bought in markets only when tv coverage is inadequate or unavailable

#### . . . but often underrated

- Radio is a far bigger medium than it was in the pre-tv era
- 2. No medium can match radio's density, nor top it for total circulation
- 3. For many products, radio should be the primary medium

#### FIVE VITAL FACTS ABOUT RADIO'S GROWTH AS AN AD MEDIUM

Radio may be short changed in many ways, but it suffers most because of one thing: many advertisers and agencies don't recognize radio as a real growth medium. The truth is, radio is far bigger and more powerful in many respects than its pre-tv days.

Here, for example, are only five areas in which radio has grown and will continue to grow:

#### 1. Radio set sales\*

1949 10.522,000 1957

15,217,000
\*SOURCE: Electronic Industries Assn.

#### 2. Radio homes\*

1950 41,400,000 1958 49.225,000

\*SOURCE: A. C. Nielsen

#### 3. Sets in use

In many major markets, sets in use today are as high—or higher—during certain time periods than in 1948. These figures show the percentage of radio homes listening to radio during the morning hours in 1948 and in 1958:

|              | 1948         | 1958   |
|--------------|--------------|--------|
| New York     | 17.1%        | 15.7%  |
| Philadelphia | 14.2%        | 15.4%  |
| Boston       | 16.5%        | 17.5%  |
| Cleveland    | 14.4%        | 12.3%  |
| Dallas       | 16.0%        | 15.6%  |
|              | SOUTHCE: C E | Hooner |

#### 4. TV's effect on radio listening hours\*

Despite the hours which television viewing consumes, radio set use has actually climbed in tv homes since 1953:

1953

1958

1.69 hours per day

\*SOURCE: A. C. Nielsen

#### 5. Advertiser expenditures in radio

Since 1949, advertiser expenditures in spot radio alone has increased by more than 70%:

1949° \$108,314,507 \$183,987,000

\*SOURCE: FCC †SOURCE: SRA estimate guments which tend to sell the medium short. The prime example is cost-per-1.000.

Radio has a clear lead over its competitors in economy; a Leo Burnett study of some years back shows radio with a cost-per-1,000 impressions of 8.97 for a 1-minute commercial on a ½-hour daytime program. This compares very favorably with a 1-minute commercial on a ½-hour daytime tv program of \$1.21 and ranges all the way up to \$10.31 for 1000 impressions via a one-page black and white newsparer ad.

Yet, the important question is whether radio should be sold on the basis of economy; more than one timebuyer admits that radio is considered the "bargain-basement" medium, primarily because it is sold in terms of low cost rather than on its sales performance and efficiency.

George E. Blechta, v.p. of A. C. Nielsen Co., points out that buying solely on a basis of cost-per-1,000 is not necessarily smart. "A low cost-per-1,000 schedule may be concentrating too many of its messages among a small group of homes to be efficient in a real sense." Any real cost-efficiency yardstick, Blechta adds, must be based on how many different homes are being reached with effective frequency and how much does this cost?

Another area in which radio undersells itself is that it competes with itself for the advertiser's dollar, rather than with other media. Frank Stisser, president of C. E. Hooper, notes that "The objective of radio should be to sell itself up instead of down. In many major markets," Stisser continues, "the daily newspaper bills more in a month than all the local radio stations combined in a year. Yet one station fights another instead of joining together to fight the newspaper."

This competitive attitude of radio sometimes has a reverse effect, Stisser adds. "Today a great many reps and stations tape their competitors' programing, and bring the tapes for time-buyers, and then ask, 'Do you want your product sold with that kind of programing?' The emphasis is not on 'How good we are' but rather on 'how bad they are.' Ironically, 'Stisser continues, 'sometimes the timebuyer hears the competitor's tape so often he becomes more familiar with the competitor.

(Continued on page 74)

#### Big Nielsen news: instant tv ratings

- ✓ Giant firm will have instantaneous video audience system in commercial operation in New York by this winter
- ✓ In related expansion move, Nielsen aims for 75 NSI markets by April, with full quota of 100 by next fall

What Nielsen surveys: Tv and radio network audiences; tv and radio local audiences in 32 cities currently, 75 by April 1959; station circulation data for entire U.S.; auto radio listening

Kinds of reports: Four kinds of reports cover network tv (NTI): (1) a bi-weekly report, (2) a bi-monthly (complete) report, (3) a multi-network report covering 23 competitive markets, (4) national audience composition reports every few months. The network radio reports (NRI) are bi-weekly, measure per-broadcast audiences and cumulative audiences for each sponsored segment; a special auto report on network radio is also issued. NSI reports for tv and radio show metro ratings and full station audiences, include cume figures, audience composition. Radio NSI includes auto listening.

Technique: Audimeter for network tv and radio plus matched diary sample for tv audience composition. Recordimeter plus diary (Audilog) for local tv and radio audience data and national and local auto radio listening.

Extras: Special analyses of tv and radio audience data. Detailed presentations to NTI and NRI clients. Nielsen is going into the instant tv ratings business.

The giant marketing organization, long a user and proponent of electronic audience measurement in broadcasting, will have its new instantaneous audience system in commercial operation in New York by winter. No other markets were specified but Chicago and Los Angeles may be added shortly afterwards.

Announcement of the move by the Nielsen firm caps 12 years of developmental work on various types of instantaneous audience methods and follows a year and a half of pilot operations in Chicago. It also follows—and not accidentally, either — the recent launching of Arbitron, ARB's instant ratings setup, on a full-scale basis in New York City. The Arbitron system was first announced last year.



#### HOW NIELSEN METERS AND DIARY MEASURE AIR AUDIENCES

#### 1. Audimeter



2. Audilog



3. Recordimeter



Auto Recordimeter



Nielsen Tv Index: Audimeter is used to measure network program audiences. Device records minute-by minute tuning in 1,050 homes, also shows channel tuned in. Because Audimeter does not show how many people are watching set. Nielsen also uses matched sample with diary in which respondent enters audience composition. Diary (Audilog) permits breakdown of audience into four groups

Nielsen Radio Index: Here, too, Audimeter is used to measure network audiences. One Audimeter can record tuning on four radio and/or ty sets and, occasionally, two Audimeters are installed in home, Sample consists of 1,200 households. National auto radio figures are gathered by Audilog in auto plus auto Recordimeter in a fractional part of the sample as a check against entries in Audilog Nielsen Station Index: All four methods above are used. Basic methods are the Audilog plus the Recordimeter (which does not show station tuned but measures amount of tuning) to check diary entries. Audimeters are used when NTI-NRI homes are in NSI area. Radio NSI uses Audilog in auto plus auto Recordimeter as a check against entries in Audilog. Auto data doesn't show station tuned

Details on NIA's market coverage and the way it will measure network programing were lacking. But it is fairly safe to assume that, like Arbitron, NIA will operate at least in New York, Chicago and Los Angeles.

As for instant network ratings, it is understood that one of the problems Nilsen executives are wrestling with before offering them to the industry was whether to (1) measure markets with full network competition to get a "popularity" index or (2) pick a "cross-section" market group which would be more indicative of total U.S. listening for each show.

The new service will not replace NSI, but is designed as a supplementary operation to provide fast ratings. It will be "fully integrated," the announcement said, with present NSI and NTI services.

Nielsen's entry into instantaneous audience measurement comes during a vear of feverish activity. Expansion of the Nielsen Station Index is going forward rapidly. The NSI market list, now 32, will be enlarged by another 43 by early spring 1959. During this month alone, six markets will be added. By next fall, NSI will be operating in 100 markets, making it fully competitive on the local tv ratings scene.

Nielsen's third coverage study, NCS No. 3, was undertaken in the spring and is now in the hands of subscribers, the speediest delivery of data since NCS started (though the lack of radio station measurement helped accelerate things a bit).

#### THE RATINGS SERIES

This article completes a series on the rating services. Others were: The Pulse ...... 20 Sept. ARB ...... 27 Sept. Trendex ...... 4 Oct. Videodex ...... 11 Oct. C. E. Hooper ...... 18 Oct.

A notable departure in the sale of NCS data was the recent decision to offer agencies and stations circulation figures by individual markets. Previously, agencies had to buy complete state reports. The state reports will still be necessary, however, if the agency wants audience breakdowns by counties.

The expansion of NSI markets and the move into instantaneous ratings are related strategic moves in a Nielsen effort to achieve No. 1 status in the local tv ratings field. One factor here is the pricing structure ARB set up to sell its local tv service and Arbitron as a package. Though a number of developments (technical and otherwise) determined the launching date of Nielsen's instantaneous ratings and the speed of NSI growth, the competitive element is undoubtedly an important one.

Big and complex: The A. C. Nielsen Co. (commonly referred to as ACNCO in intra-company memos)



Arthur C. Nielsen, Sr., board chmn. of A. C. Nielsen Co., founded firm 35 years ago, went into broadcast audience measure in 1942 after spending six years developing meter invented at M.I.T.

awes most people who came in contact with it-and that includes many of its own employees. Without doubt the company can unreel an impressive list

of facts about itself.

In the year ending 31 August 1958, Nielsen sales totaled \$24 million, of which 22% was accounted for by its broadcast division. This may be small potatoes compared to, say, General Motors but the Nielsen Co. is -by far -the world's largest marketing research organization.

It has 3,500 full-time employees working in 17 offices in 11 countries. They gather five billion facts per year and perform 50 billion statistical operations on 20,000 automatic machines. (The Nielsen Tv Index alone uses 1,300 machines.)

Nielsen sank a total of \$12 million into its meter-based services and has only recently begun to get it back. Food and Drug Index profits carried the radio-ty operations for years. The firm is reported to have done very well, however, with NCS No. 3.

From his present peak of accomplishment, Arthur C. Nielsen, Sr., founder and board chairman of ACNCO, can look back on a decade of difficulties and financial losses before the 35-year-old firm got off the ground. It was in 1933 that the method now used to measure the flow of hundreds of brands through retail outlets was finally developed. The hefty roster of clients now using the food, drug and other indexes are a testimony to its accuracy since manufacturers can, over

the long-term, validate a considerable part of the published figures by comparing them with their own sales data.

Nielsen's venture into broadcast audience measure dates from 1936, when a number of clients called his attention to an interesting invention at M.I.T. The invention was the forerunner of the present-day Audimeter, the device which automatically records minuteby minute tuning on home ty and radio sets. It took another six years before the meter method was commercially practical. It was applied to network radio in 1942 and network tv in 1950.

The Nielsen Station Index, which measures local marlet audiences, was put into operation four years after the Nielsen Tv Index was launched. It uses a simplified mater to measure amount of tuning (but not the actual ctation tuned) as a control against possible inaccuracies in the Nielsen . Aud.log, a diary m.thod.

The accent on electronic devices in the Nielsen operation (the firm has one of the largest IBM installations in the world) is partly due to the fact that Nielsen himself had an electrical engineering background. And it is probably no accident that Henry Rahmel, general manager of the broadcast division, is also an engineer. Rahmel was graduated from M.I.T., where he also majored in business administration. No stranger to the ad business, Rahmel worked for a time at that Chicago soap opera factory, Blackett-Sample-Hummert. He has been general manager two years, and is a vice president of ACNCO.

Rahmel has three departments under him: field and engineering, sales and service and report production. The first is handled by Bob Freeman, the last by Bill Swigart. The fraternity is more familiar with John Churchill and Chat Shaw, who head up and share the sales and service chores. Churchill's responsibility is NSI and NCS; Shaw

(Please turn to page 76)

#### **NIELSEN RADIO-TV INCOME, 1943-58**



Income from Nielsen meter-based radio-tv services in U.S. (excluding NCS) has grown 10 times in 15 years. In insert photo: Henry Rahmel, gen. mgr., Nielsen broadcast division



Planners: Bob Savage, Buchanan Thomas; ad chief D. R. Keough, Keough agency; Stan Freberg; Harding's John Chapman, Jack Hultgren

#### **Butter-Nut thrives on offbeat humor**

One-minute "musical comedy" radio spots for Omaha roaster sell million jars of coffee in four weeks

 Humorous treatments bring 40% increase for regular grind, big gains for new instant Butter-Nut on Coast

hat prompts a sponsor to use offbeat commercials? How does he pick an offbeat theme? And once he's used it, does he repeat in a similar vein or does he discard it as a short-lived novelty?

If you ask Butter-Nut Coffee of Omaha those questions, they'll tell you emphatically that the offbeat commercial can be a howling success if:

- 1) There is some sane purpose in devising it, and
- You develop an audience expectancy for this type of approach.

Right now, Butter-Nut is pushing its relatively new instant brand in Southern California via spot radio saturation on four Los Angeles stations. The one-minute commercials are "musical comedies" with lots of spoofing. They even spoofingly alibi Butter-Nut's belated entry into the instant-coffee field with a flip "Five years isn't exactly an instant, but that's how long it took ... to make Instant Butter-Nut Coffee."

Butter-Nut feels sure there's success down this avenue, because it's traveled the route profitably several times before.

It all began when Butter-Nut introduced its instant coffee in the Midwest. "We had to appeal to the imagination," says Charles Harding II, account executive at Buchanan-Thomas, Omaha, "in order to make people care

that our Instant was around." Butter-Weathercasts, tv backbone, stress humor and commercial integration. In Omaha, KMTV's Poddie gives product tie-in with B-Nee Bird



Nut knew it would take some doing, even with 60% consumer preference for their Regular grind in the Nebraska market, 28% in Minnesota and 20% in Milwaukee.

Stan Freberg's GO-second "musical comedies" spoofing Butter-Nut's late entry into the Instant field were placed on 50 radio stations in the Midwest. Twenty-five tv stations used weather-casts and film spots with a magician making a comparative solubility demonstation.

The promotion began 27 January 1958. By March, Food Topics and Food Field Reporter noted that in every area of Butter-Nut distribution that these magazines surveyed, over one million jars of Instant Butter-Nut were sold in the first four weeks. In fact, excessive demand created an allocation problem, according to Donald R. Keough, Butter-Nut ad director. But it was estimated that by fall of '58, the Instant could be introduced in Southern California. First, however, something had to be done about the Regular.

Butter-Nut, in spite of high consumer acceptance in the Midwest, had tried for five years to dent the Southern California market. But it could not better the 4% consumer preference it achieved six months after its introduction there in 1953.

The new plan: apply the same hu-(Please turn to page 74)

#### Available: 18 nighttime tv shows

- Network tv., at presstime, had 18 evening shows on the market, either for complete or partial sponsorship
- New business by Mennen, for Pursuit (CBS); Brown & Williamson, Fights (ABC); Pillsbury, Buckskin (NBC)

With the fall network season well underway, 18 nighttime shows, at presstime remained in whole or in part available to advertisers.

ABC TV and NBC TV tie with seven sustaining shows each. CBS TV follows with four.

Among the availabilities are three westerns, three dramas, two music shows, an adventure hour, some 15minute newscasts, a panel show and a situation comedy.

Here's the picture, by networks:

· ABC TV's Sunday line-up is bare

for Encounter (against Hitchkock and Dinah Shore.) Monday night also has its holes, beginning with its newscast available across the board (from 7:15-7:30) followed by an hour that is yet to be scheduled, and closing with the sustaining This Is Music which is pitted against NBC TV's Arthur Murray Party and CBS TV's Desilu Playhouse. Also available, Confession and Stars of Jazz.

· CBS TV is seeking a co-sponsor for Nestle on the Gale Storm Show, and still has 15 minutes available on Playhouse 90. Also available, Keep Talking.

· NBC TV's hour-long Cimarron City (against Have Gun Will Travel and Gunsmoke on CBS TV and Lawrence Welk and Sammy Kaye on ABC TV) remains unsold. Other available westerns include Jefferson Drum and an alternate half-hour for Wagon Train. RCA is minus a co-sponsor for the Further Adventures of Ellery Queen.

Some of the new clients this month include: Mennen, for CBS TV's Pursuit (Mennen dropped Wednesday Night Fights on ABC TV, replaced Brown & Williamson); Pharmaceuticals, replacing the ousted Twenty-One with Concentration and sharing Arthur Murray with Lorillard, both shows on NBC TV: and Whitehall and Beech-Nut on Colt. 45 via ABC TV.

#### 1. THIS MONTH IN TELEVISION

#### Network Sales Status Week Ending 25 October

| Daytime              |             |                 |  |  |  |  |  |  |
|----------------------|-------------|-----------------|--|--|--|--|--|--|
| annamini printi      | UNUUBURRUUR |                 |  |  |  |  |  |  |
|                      |             | SPONSORED HOURS |  |  |  |  |  |  |
| %                    |             | <u> </u>        |  |  |  |  |  |  |
| Live                 |             |                 |  |  |  |  |  |  |
| 83.0                 | ABC†        | 25.9            |  |  |  |  |  |  |
| 83.0<br>97.0<br>95.0 | CBS†        | 26.0            |  |  |  |  |  |  |
| 95.0                 | NBC         | 25.0            |  |  |  |  |  |  |

| NBC | 25.0  |
|-----|---|
|     | <u>unggan munitum kayan mangan dinggan dinggan dinggan paga ang</u> |

#### Nighttime

| Sammuninus.                       |            | NEESTANDON TOURISTON TATABAST TO TOURING TOURING TOURING TO THE STATE OF THE STATE |
|-----------------------------------|------------|---|
| Ĭ.                                |            | SPONSORED HOURS   |
| %<br>Live<br>39.7<br>46.3<br>56.6 |            |   |
| Live                              |            |   |
| ₫ 39.7                            | ABC†       | 18.3  |
| 46.3                              | CBS†       | 23.2  |
| 56.6                              | CBS        | 26.8  |
| Samonon                           | mauronomen |   |

#### AVERAGE COST OF NETWORK SPONSORED PROGRAMING

| Cost                 | Number                          | Cost        | Number    | Cost             | Number | Cost               | Number  |
|----------------------|---------------------------------|-------------|-----------|------------------|--------|--------------------|---------|
| Half-hour e          | our comedy-var. Half-hour drama |             | drama     | Situation comedy |        | Hour music-variety |         |
| \$52,600             | 5                               | \$41,400    | 5         | \$40,066         | 15     | \$111,875          | 4       |
| Half-hour music-var. |                                 | Half-hour a | adventure | Qui              | z      | Half-hour          | western |
| \$36,500             | 4                               | \$34,333    | 9         | \$30,705         | 11     | \$39,450           | 14      |

Averages are as of October. All programs are once weekly and all are nighttime shows.

#### 2. ALPHABETICAL PROGRAM INDEX

#### Sponsored Nighttime Network Programs 6-11 p.m.

| PROGRAM                                      | PROGRAM COST SPONSORS AND AGENCIES |   | PROGRAM                              | COST                | SPONSORS AND AGENCIE   |  |  |  |
|--|------------------------------------|---|--------------------------------------|---------------------|--|--|--|--|
| Alcoa-Goodyear Theater:<br>Dr-F              | 39,000                             | Alcoa, FSR; alt Goodyear, Y&R   | Zane Gray: W-F                       | 45,000              | S. C. Johnson, NC&B General Foo<br>B&B   |  |  |  |
| *Steve Allen Show: V-L                       | 108,000                            | Greyhound, Grey; DuPont, BBDO;<br>Polaroid, DDB; U. S Time, Peck;                                   | Peter Gunn: My-F                     | 38,000              | Bristol-Myers, DCS&S   |  |  |  |
|  | 21,000                             | Norelco, LaRoche; Zenith, FC&B  | Gunsmoke: W-F                        | 40,000              | LGM, DFS; Sperry Rand (1 wk in YGR   |  |  |  |
| Anybody Can Play: Q-L                        | 48,000                             | R. J. Reynolds, Esty  Armstrong Cork, BBDO  | Have Gun, Will Travel: W-F           | 38,000              | Whitehall, Bates; alt Lever, JWT   |  |  |  |
| Armstrong Circle Theatre:<br>Dr-L            | (alt wks)                          | Armstrong Cork, BBDO  | Hitchcock Presents: My-F             | 39,000              | Bristol-Myers, Y&R   |  |  |  |
| Bachelor Father: Sc-F<br>Alt Jack Benny: C-F | 42,000                             | Amer Tobacco, Gumbinner<br>Amer Tobacco, BBDO   | 1 Love Lucy: Sc-F                    | 25,000              | Pillsbury, Burnett, Clairol, FC&B  |  |  |  |
| Behind Closed Doors: A-F                     | 65,000<br>38,000                   | LGM, Mc-E; Whitehall, Bates   | I've Got a Secret: Q-L               | 27,000              | R. J. Reynolds, Esty   |  |  |  |
| Bold Journey: A-F                            | 9,500                              | Raiston Purina, GBB   | Jubilee U.S.A.: Mu-L                 | 12,500              | Williamson-Dickie, Evans & Assi<br>Hill Bros., Ayer  |  |  |  |
| Brains and Brawn: Q-L                        | 45,000                             | L&M, Mc-E   | Lassie: A-F                          | 37,000              | Campbell Soup, BBDO  |  |  |  |
| Milton Berle: C-L                            | 50,000                             | Kraft, JWT  | Law Man: W-F                         | 41,000              | R. J. Reynolds, Esty   |  |  |  |
| Pat Boone: MuV-L                             | 45,000                             | Chevrolet, Camp-Ewald   | Leave It To Beaver: Sc-F             | 36,000              | Miles Lab, Wade; Ralston, Gardne   |  |  |  |
| George Burns Show: Sc-F                      | 40.000                             | Colgate, Bates  | Line-Up: My-F                        | 34,000              | P&G, Y&R   |  |  |  |
| Buckskin: W-F                                | 24,000                             | Pillsbury, Burnett  | M Squad: My-F                        | 31,000              | Amer Tobacco, SSC&B alt Bulc   |  |  |  |
| The Californians: W-F                        | 37,500                             | Singer Sewing, YGR; Lipton, YGR   |                                      |                     | Mc-E   |  |  |  |
| Steve Canyon: A-F                            | 44,000                             | L&M, Mc-E   | Man With A Camera: A-F               | 26,000              | General Electric, BBDO   |  |  |  |
| Cavalcade of Sports: Sp-L                    | 45,000                             | Gillette, Maxon   | Perry Mason: My-F                    | 25,700<br>(20 min.) | Van Heusen, Grey; Mutual of Om-<br>Bozell & Jacobs; Colgate, Ba<br>Sterling, DFS   |  |  |  |
| Cheyenne: W-F                                | 78,000                             | Harold Ritchie, Atherton & C.; John-<br>son & Johnson, Y&R  | Bat Masterson: W-F                   | 38,000              | Kraft, Sealtest; JWT   |  |  |  |
| Dick Clark: Mu-L                             | 14,500                             | Beech-Nut Lifesavers, Y&R   | Maverick: W-F                        | 70,000              | Kaiser Companies, Y&R Drack  |  |  |  |
| Colt .45: W-F                                | 13,800                             | Whitehall, Bates; Beech-Nut, Y&R  | Marches, W.                          | (1 hour)            |  |  |  |  |
| *Perry Como: V-L                             | 120,000<br>(1 hour)                | Kimberly-Clark, FCB; Noxzema, SS<br>C&B RCA & Whirlpool, K&E Sun-<br>beam. Perrin-Paus; Amer Dairy, | Meet the Press: I-L                  | 7,500               | Pan American Airways, JWT  |  |  |  |
|  |                                    | Campbell-Mithun; Knomark, Mogul   | Millionaire: Dr-F                    | 37,000              | Colgate, Bates   |  |  |  |
| Concentration: Q-L                           | 26,000                             | Pharmaceuticals, Parkson  | Garry Moore: V-L                     | 59,000<br>½ hour    | Revion, LaRoche; Kellogg, Burn<br>Pittsburgh Plate, Maxon  |  |  |  |
| Bob Cummings Show: Sc-F                      | 36.000                             | R. J. Reynolds, Esty  | Arthur Murray: V-L                   | 30,000              | P. Lorillard, L&N Pharmaceutic<br>Parkson  |  |  |  |
| John Daly—News                               | 6,000                              | Whitehall, Bates; Lorillard, L&N  | Music from Manhattan: Mu-L           | 17,000              | Manhattan Shirts, Peck   |  |  |  |
| December Bride: Sc-F                         | 32,000                             | General Foods, B&B  | Naked City: My-F                     | 37,000              | Brown & Wmson, Quaker Oats, VI   |  |  |  |
| Derringer: W-F                               | 38,000                             | S. C. Johnson, NLGB   | Name that Tune: Q-L                  | 23,000              | Amer. Home, Bates; Kellogg, Burt   |  |  |  |
| Desilu Playhouse: Dr-F                       | 82,000<br>(Average)                | Westinghouse, Mc-E  | Northwest Passage: A-F               | 4B,000              | RCA, K&E R. J. Reynolds, Esty  |  |  |  |
| Walt Disney Presents: M-F                    | 57,000<br>(½ hr.)                  | Hill Bros., Ayer; Kellogg, Burnett;<br>Reynolds Metals, Buchanan: Frank                             | Ozzie & Harriet: Sc-F                | 48,000              | Kodak, JWT; Quaker Oats  |  |  |  |
| Dragnet: My-F                                | 35.000                             | LGM, DFS; Schick, BGB   | Patti Page: Mu-V-L                   | 40,000              | Oldsmobile, Brother  |  |  |  |
| Wyatt Earp: W-F                              | 38,000                             | Gen Mills, DFS; P&G, Compton  | People Are Funny: M-F                | 24,000              | R. J. Reynolds, Esty; Toni, North  |  |  |  |
| Doug Edwards News: N-L&F                     | 9.500++                            | Whitehall, Bates; Ford, JWT; Benson<br>& Hedges, DDB; Carter, Bates;<br>Amer. Home, Bates           | Person to Person: I-L                | 3B,000              | P. Lorillard, LGN  |  |  |  |
| Father Knows Best: Sc-F                      | 38,000                             |   | Playhouse: Dr-F                      | 3B,000              | Schlitz, JWT; Lux, JWT   |  |  |  |
| Fight Beat                                   | 3,000                              | Scott Paper, JWT; Lever Bros, JWT  Bristol-Myers, DCS&S   | Playhouse 90: Dr-L&F                 | 45,000<br>½ hr.     | Amer Gas, L&N Kimberly-Cl<br>FC&B Allstate, Burnett; Fl.<br>JWT; Nat'l Carbon, Mathes  |  |  |  |
| *Eddie Fisher: V-L<br>Ford Show: CV-L        | 9B,000<br>38,000                   | LGM, Mc-E   | Plymouth Show (Lawrence              | 24,000              | Plymouth, Grant  |  |  |  |
| Further Adventures of                        | 27,500                             | Ford, JWT<br>RCA, KGE; alt open   | Welk): Mu-L<br>The Real McCoys: Sc-F | 36,000              | Sylvania, JWT  |  |  |  |
| Ellery Queen: My-F<br>G.E. Theatre: Dr-F     | (½ hour)<br>51,000                 |   | Donna Reed Show: Sc-F                | 53,000†             | Campbell Soup, BBDO; Shulton, Vi-  |  |  |  |
| Jackie Gleason: C-L                          | 5B,000                             | Gen Elect, BBDO  Pharmaceuticals, Parkson; Lever  | Restless Gun: W-F                    | 37.500              | Sterling, DFS, alt P&G, Compton  |  |  |  |
| *George Gobel: CV-L                          | 98,000                             | RCA & Whirlpool, K&E  | Rifleman: N-F                        | 36,000              | Miles, Wade; Ralston Purina, Garér;  |  |  |  |
| Arthur Godfrey: V-L                          | 31,000                             | Toni, North; Pharmaceuticals, Park-   | Pursuit: Dr-F                        | 45.000              | P&G<br>Mennen, Grey  |  |  |  |
|  |                                    | Sui   |                                      | -2                  | The state of the s |  |  |  |

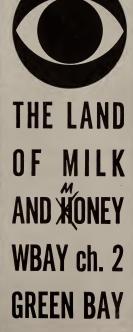
\*Color show, 4†Cost is per segment. List does not include sustaining, participating or co-op programs—see chart. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This list covers period 25 Oct.21 Nov. Program

types are indicated as follows: (A) Adventure, (Au) Audience Participes (C) Comedy, (D) Documentary, (Dr) Drama, (F) Film, (I) Interview, Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, Quix, (S) Serial, (Sc) Stutation Comedy (Sp) Sports, (V) Variety, (W) Wesser

Listing continues on page 44)









|  | SUNDAY   | •   | 1   | MONDAY   | 1  | 1  | TUESDAY   | 1  |
|--|--|---|---|--|--|--|---|--|
| ABC  | CBS  | NBC   | ABC                                       | CBS  | NBC  | ABC  | CBS   | NBC  |
|  | Small World<br>Renault Motors<br>O. Mathieson      | Meet The Press  |   |  |  |  |   |  |
|  | Twentieth<br>Century<br>Prudential                 | Outlook<br>sust   |   | D Edwards<br>Amer Home                           | News<br>sust   |  | No net service  D Edwards Benson & Hedges                             | News<br>sust alt Carter  |
| ou Asked for It<br>Skippy Peanut<br>Butter             | Lassie<br>Campbell Soup                            | Mark Saber<br>Sterling Drug                             | ABC News                                  | No net service D Edwards Amer Home (repeat feed) | News<br>sust<br>(repeat feed)  | ABC News   | No net service  D Edwards Benson & Hedges (repeat feed)               | News<br>(repeat feed)  |
| Maverick<br>alser Companies<br>Drackett<br>(7:30-8:30) | Bachelor Father<br>alt<br>Jack Benny<br>Am Tob     | Northwest Passage<br>RCA alt<br>R. J. Reynolds          | ТВА                                       | Name That Tune<br>Amer Home<br>alt Kellogg       | Tic Tac Dough  | Cheyenne<br>Harold Ritchie<br>Johnson & Johnson<br>alt wks<br>7:39-8:30) | Stars in Action<br>sust<br>Show of Month<br>DuPont<br>(7:30-9; 10/28) | Dragnet<br>Bulova  |
| Maverick   | Ed Sullivan<br>(8-9)<br>Mercury<br>alt Kodak       | Steve Allen<br>(8-9)<br>Greybound<br>DuPont<br>Polaroid | ТВА                                       | The Texan<br>Brown & Wmsn                        | Restless Cun<br>Sterling Drug<br>alt<br>P&G  | Sugarfoot<br>(alt wks 7:30-8:30)<br>Am Chiele,<br>Luden's                | Keep Talking<br>sust  | Eddie Fisher<br>L&M<br>(alt weeks; 8-9<br>George Gobel<br>RCA and Whirlp |
| Law Man<br>L. J. Reynolds                              | Ed Sullivan  | Steve Allen   | Bold Journey<br>Raiston-Purins            | Father Knows Best<br>Lever alt Scott             | Wells Fargo<br>Amer Tobacco<br>alt Buick   | Wyatt Earp<br>Gen Mills<br>sit P&G                                       | To Tell the Truth<br>Carter alt<br>Marlboro                           | Fisher alt Gob   |
| Colt .45<br>Whitehall alt<br>Brech-Nut                 | G. E. Theatre<br>Gen Ellectria                     | Dinah Shore<br>Chevy Show<br>(9-10)<br>Chevrolet        | Voice of Firestone<br>Firestone           | Danny Thomas<br>Gen Foods                        | Peter Gunn<br>Bristol-Myers<br>Shirley Temple<br>Nat'l Dairy, Hill<br>Bros., Breck | The Rifleman<br>Miles Lab, P&G<br>Ralston Purina                         | Arthur Godfrey<br>Toni alt<br>Pharmaceuticals                         | George Burns<br>Show<br>Colgate<br>Hall of Fame<br>Hallmark              |
| Encounter<br>(9:30-10:30)<br>gust                      | Hitchcock<br>Theatre<br>Bristol-Myers              | Dinah Shore<br>Chevy Show                               | Anybody Can Play<br>R. J. Reynolds        | Ann Southern<br>Gen Ponds                        | (8-9; 10/27) Alcoa-Goodyear Theater Alcoa alt Goodyear                             | Naked City<br>Brown & Wman<br>alt<br>Quaker Oats                         | Red Skelton<br>Pet Milk<br>alt S. C. Johnson                          | Bob Cumming<br>Reprolds  |
| Encounter  | \$64,000<br>Question<br>Revion alt<br>P. Lorillard | Loretta Young<br>P&G                                    | This Is Music                             | Desilu Playhouse<br>(10-11)<br>Westinghouse      | Arthur Murray Party P. Lorillard slt Pharmaceutical                                | Confession<br>sust<br>Election Returns<br>(10-conel.; 11/4)              | Garry Moore<br>Show<br>(10-11)<br>Revion                              | The California<br>Singer alt<br>Lipton                                   |
| No net service   | What's My Line<br>Kellogg                          | No net service  | John Daly News<br>Whitehall,<br>Lorillard | All Star Jazz<br>Show<br>Timex<br>(10-11; 11/10) | No net service   | John Daly News<br>Lorillard,<br>Whitehall                                | Garry Moore<br>Kellogg<br>alt<br>Pittsburgh Plate                     | Election Return<br>(9-concl.; 11/4<br>A-S-R alt                          |

#### Index continued ... Sponsored Nighttime Network Programs 6-11 p.m.

| PROGRAM                               | COST               | SPONSORS AND AGENCIES   | PROGRAM                   | COST               | SPONSORS AND AINCH                                     |
|---------------------------------------|--------------------|---|---------------------------|--------------------|--|
| Mark Saber: A-F                       |                    | Sterling Drug, DFS  | Ed Sullivan Show: V-L     | 79,500<br>(1 hour) | Mercury, KGE; alt Kodak W                              |
| Rin Tin Tin: A-F<br>Rough Riders: W-F | 36,000<br>47,000†  | Nabisco, K&E<br>P. Lorillard, L&N   | Sunday News Special: N.L  | 9,500              | Whitehall, Bates; alt (to it ucts, Bates               |
| 77 Sunset Strip: My-F                 | 72,000<br>(1 hour) | Amer Chicle, Bates; Carter, Bates;<br>Whitehall, Bates; Ritchie, Atherton | Tales of Wells Fargo: W-F | 43,800             | Amer Tobacco, SSC68;# **                               |
|                                       |                    | & Co.   | The Price is Right: Q-L   | 21,500             | Lever, JWT; Speidel, SSC                               |
| *Dinah Shore: V-L                     | 150,000            | Chevrolet, Camp-Ewald   | The Texan: W-F            | 37,000             | Brown & Wmson, Bates                                   |
| Phil Silvers Show: Sc-F               | 42,000             | Schick, BGB; R. J. Reynolds, Esty   | The Thin Man: My-F        | 40,000             | Colgate-Palmolive, Bates                               |
| \$64,000 Question: Q-L                | 36,000             | P. Lorillard, LGN; Revlon, Warwick  | This Is Your Life: D.L    | 52,000             | PGG, BGB   |
| *Red Skelton: C-F                     | 52,000             | Pet Milk, Gardner; alt S. C. Johnson,<br>NLGB                             | Danny Thomas: Sc-F        | 47,500             | General Foods, B&B                                     |
| Small World: D-F                      | 2B,000             | Renault Motors, NLGB; Olin Mathie-<br>son, D'Arcy                         | *Tic Tac Dough: Q-L       | 23,500             |  |
| Ann Southern: Sc-F                    | 40,000             | Gen Foods, B&B  | To Tell The Truth: Q-L    | 22,000             | Carter, Bates; Mariboro spreed Amer Tobacco, BBDO; ill |
| Gale Storm Show: Sc-F                 | 39,500             | Nestle, B. Houston; alt open  | Trackdown: A-F            | 33,500             | Mobil Oil, Compton                                     |
| Sugarfoot: W-F                        | 78,000             | Amer Chicle, Bates; Luden's, Mathes                                       | Twentieth Century: D-F    | 45,000             | Prudential, Reach-McCli                                |

†No charge for repeats.

# GRAPH

#### 25 OCT. - 21 NOV

| INE                                       | SDAY   | T   | HURSDA  | ·Υ   |  | FRIDAY  |   | S   | ATURDA   | Y  |
|---|--|---|---|--|--|---|---|---|--|--|
| JE .                                      | NBC  | ABC   | CBS   | NBC  | ABC  | CBS   | NBC   | ABC   | CBS  | NBC  |
| † rvice                                   |  |   |   |  |  |   |   |   |  |  |
| do ds                                     | News<br>sust   |   | D Edwards<br>Whitehall  | News<br>sust                                   |  | D Edwards<br>Ford                                 | News<br>sust  |   |  |  |
| grvice<br>grds<br>m                       | News<br>sust<br>(repeat feed)  | ABC News  | No net service  D Edwards Whitehall                           | News<br>sust<br>(repeat feed)                  | ABC News   | No net service  D Edwards Ford (repeat (ced))     | No net service News (repeat feed)                                 |   |  |  |
| t eater                                   | Wagon Train<br>(7:30-8:30)<br>Ford (alt hour)<br>National Biscuit<br>(alt ½ hr.)         | Leave It To<br>Beaver<br>Miles Lab<br>Ralston               | I Love Lucy<br>Pillsbury<br>ait<br>Clairol                    | Jefferson Drum                                 | Rin Tin Tin<br>Nabjaco   | Your Hit Parade<br>Amer Tobacco                   | Buckskin<br>Pillsbury   | Dick Clark Show<br>Beech-Nut<br>Lafe Savers                 | Perry Mason<br>(7:30-8:30)<br>Van Heusen<br>Colgste                            | People Are<br>Funny<br>Tont alt<br>R. J. Reynol      |
| west<br>8-7<br>60(1                       | Shirley Temple's<br>Storybook<br>Nat'l Dairy, Hill<br>Bros., Breck<br>[7:30-8:30; 11/12] | Zorro<br>AC Spark, 7-Up                                     | December Bride<br>General Foods                               | Ed Wynn Show<br>L&M alt<br>Bulova              | Walt Disney<br>Presents<br>(8-9)                               | Trackdown<br>Am Tobae<br>alt<br>Sosony            | Further Advent.<br>of Ellery Queen<br>(8-9) RCA<br>alt sust       | Jubilee, U.S.A.<br>(8-9)<br>Williamson-Dickle<br>Hill Bros. | Perry Mason<br>Mutual of Omaha<br>Sterling Drug                                | Perry Come<br>(8-9)<br>Kimberley-Cla<br>BCA & Whirit |
| (FS)                                      | Price Is Right<br>Lever, Speidel   | The Real McCoys<br>Sylvania                                 | Derringer<br>S. C. Johnson                                    | Concentration<br>Pharmaceuticals               | Hill Bros.<br>Kellogg<br>Reynolds Metal                        | Jackie Gleason<br>Lever<br>alt<br>Pharmaceuticals | Ellery Queen  | Jubilee, U.S.A.   | Wanted Dead<br>or Alive<br>Brn. & Wmson  | Sunbeam, Noxse<br>Amer Dairy<br>Knowark              |
| (ii) naire                                | Milton Berle<br>Kraft  | Pat Boone<br>Chevy Showroom<br>Chevrolet                    | Zane Gray<br>S. C. Johnson<br>slt<br>General Foods            | Behind Closed<br>Doors<br>L&M alt<br>Whitehall | Man With A<br>Camera<br>General Elec.                          | Phil Silvers<br>R. J. Reynolds<br>Schick          | M Squad<br>Amer. Tobae.<br>slt<br>Bulova                          | Lawrence Welk<br>Dodge<br>(9-10)                            | Gale Storm<br>Nestle alt sust<br>Victor Borge Show<br>Pontiae<br>(9-10; 11/29) | Steve Canyo<br>L&M                                   |
| t  Secret                                 | Bat Masterson<br>Kraft, Sealtest   | Rough Riders<br>P. Lorillard                                | Playhouse 90<br>(9:30-11)<br>Amer Gas<br>alt<br>sust          | Ford Show<br>Ford                              | 77 Sunset Strip<br>(9:30-10:30)<br>Amer. Chicle                | Playhouse<br>Lux alt<br>Schiltz                   | The Thin Man<br>Colgate<br>Bob Hope Show<br>Buick<br>(8-9: 11/21) | Lawrence Welk   | Have Gun, Will<br>Travel<br>Whitehall<br>alt Lever                             | Cimarron Cir<br>(9:30-10:30)<br>sust                 |
| St. Hr<br>(m)-11)<br>(sol                 | This Is Your Life<br>P&G   | Stars of Jazz<br>sust                                       | Playhouse 90<br>Kimb-Clark,<br>Allstate<br>Nat'l Carbon, Ford | You Bet Your Life<br>Toni, Lever               | 77 Sunset Strip<br>Carter Prod.<br>Whitehall<br>Harold Ritchie | The Line Up                                       | Cavalcade of<br>Sports<br>Gillette<br>(10-conel)                  | Music From<br>Manhattan<br>Manhattan Shirt                  | Gunsmoke<br>L&M alt<br>Sperry-Rand   | Cimarron Cit   |
| enCircle<br>leie<br>tos -11)<br>ror Corte | No Net Service   | John Daly News<br>Whitehall,<br>Lorillard<br>No net service | Show of Month<br>DuPont<br>(9:30-11; 11/13)                   | No net service                                 | John Daly News P. Lorillard, Whitehall No net service          | Person to Person P. Lorillard                     | Fight Beat<br>Bristol-Myers                                       |   |  | Brains & Bra<br>L&M                                  |

| PROGRAM                  | COST                  | SPONSORS AND AGENCIES                        |
|--------------------------|-----------------------|--|
| 5. Steel Hour: Dr-L      | 60,000<br>(alt weeks) | U.S. Steel, BBDO                             |
| ice of Firestone: Mu-L   | 32,000                | Firestone, Sweeney & James                   |
| agon Train: W-F          | 35,500<br>(½ hr.)     | Ford, JWT; National Biscuit, Mc-E            |
| ke Wallace: I-L          | 15,000                | Philip Morris, Ayer                          |
| anted-Dead or Alive: W-F | 39,000                | Brown & Wmson, Bates                         |
| ednesday Fights: Sp-L    | 45,000                | Brown & Wmson, Bates; Miles, Wade            |
| wrence Welk: Mu-L        | 17,500                | Dodge, Grant                                 |
| hat's My Line: Q-L       | 32,000                | Helene Curtis, Ludgin; Kellogg, Bur-<br>nett |
| Wynn: Sc-F               | 46,000                | L&M Bulova, Mc-E                             |
| u Asked For It: M-F      | 24,000                | Skippy Peanut Butter, GBB                    |
| u Bet Your Life: Q-L     | 51,750                | Lever, JWT; Toni, North                      |
| retta Young: Dr-F        | 42,500                | P&G, B&B                                     |

| PROGRAM               | COST   | SPONSORS AND AGENCIES             |
|-----------------------|--------|-----------------------------------|
| Your Hit Parade: Mu-L | 42,500 | Amer Tobacco, BBDO                |
| Zorro: A-F            | 37,000 | AC Spark Plug, Brother; 7-Up, JWT |

#### Specials and Spectaculars†

| PROGRAM                             | COST      | SPONSORS AND AGENCIES  |
|-------------------------------------|-----------|--|
| All Star Jazz Show: Mu-L            | \$200,000 | Timex, Peck-11/10  |
| Victor Borge Show: V-L              | 290,000   | Pontiac, MacM, J & A-11/29   |
| DuPont Show of the Month:<br>Dr-L   | 275,000   | DuPont, BBDO-10/28, 11/13  |
| *Hallmark Hall of Fame:<br>Dr-L     | 275,000   | Hallmark, F,C&B-11/20  |
| Bob Hope Show: C-L                  | 320,000   | Buick, McC-E-11/21   |
| Shirley Temple's Storybook:<br>Dr-F | 170,000   | Nat'l Dairy, Ayer; Hill Bros., Ayer;<br>J. H. Breck, Ayer—10/27, 11/12 |

†NOTE: figures cover talent, production, rights, etc., but not time. Cost figures in 27 Sept. Index on specials covered time size.



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc. Spot Television

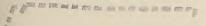
# IR. SPREADTHINLY

... whose national advertising was spread so thinly that it frequently disappeared where the people got deep. And so did his sales.

When he tried Spot Television, however, he learned that big potential is a stepping stone to bigger sales, and that was what he wanted.

Let us send you a copy of "A LOCAL AFFAIR" which will show you how powerful Spot Television is on the local scene, where your sales are made—or lost.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.



|                 |                              |   |            | W0C-TV  | Davenport            | 6  | NBC     |
|-----------------|------------------------------|---|------------|---------|----------------------|----|---------|
| WEST            |                              |   |            | WDSM-TV | Duluth-Superior      | 6  | NBC-ABC |
| KB01-TV         | Boise                        | 2 | CBS        | WDAY-TV | Fargo ·              | 6  | NBC-ABC |
| KBTV            | Denver                       |   | ABC        | KMBC-TV | Kansas City          | 9  | ABC     |
| KGMB-TV         | Honolulu                     |   | CBS        | WISC-TV | Madison, Wis.        | 3  | CBS     |
| KMAU KHBC       |                              |   | 000        | WCCO-TV | Minneapolis-St. Paul | 4  | CBS     |
| KTLA<br>KRON-TV | Los Angeles<br>San Francisco | 5 | IND<br>NBC | WMBD-TV | Peoria               | 31 | CBS     |
| KIRO-TV         | Seattle-Tacoma               |   | CBS        | SOUTHW  | /EST                 |    |         |
| KIKO-IV         | Seattle-Taconia              | , | CDS        | KFDM-TV | Beaumont             | 6  | CBS     |
|                 |                              |   |            | KRIS-TV | Corpus Christi       | 6  | NBC     |
|                 |                              |   |            | WBAP-TV | Fort Worth-Dallas    | 5  | NBC     |
|                 |                              |   |            | KENS-TV | San Antonio          | 5  | CBS     |
|                 |                              |   |            |         |                      |    |         |

| EAST    | 40         |    |     |  |  |  |  |  |
|---------|------------|----|-----|--|--|--|--|--|
| WBZ-TV  | Boston     | 4  | NBC |  |  |  |  |  |
| WGR-TV  | Buffalo    | 2  | NB( |  |  |  |  |  |
| KYW-TV  | Cleveland  | 3  | NBC |  |  |  |  |  |
| WWJ-TV  | Detroit    | 4  | NBC |  |  |  |  |  |
| WJIM-TV | Lansing    | 6  | CBS |  |  |  |  |  |
| WPIX    | New York   | 11 | IND |  |  |  |  |  |
| KDKA-TV | Pittsburgh | 2  | CBS |  |  |  |  |  |
| WROC-TV | Rochester  | 5  | NBC |  |  |  |  |  |

| SOUTHE  | AST                                     |        |
|---------|---|--------|
| WLOS-TV | Asheville, Green-<br>ville, Spartanburg | 13 ABC |
| WCSC-TV | Charleston, S. C.                       | 5 CBS  |
| WIS-TV  | Columbia, S. C.                         | 10 NBC |
| WSVA-TV | Harrisonburg, Va.                       | 3 ALL  |
| WFGA-TV | Jacksonville                            | 12 NBC |
| WTVJ    | Miami                                   | 4 CBS  |
| WDB1-TV | Roanoke                                 | 7 CRS  |



# PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

DETROIT . HOLLYWOOD . ATLANTA . DALLAS . FT. WORTH

# 4. DAYTIME

# COMPA

|                   | :   | SUNDAY  |  | r   | MONDAY   | ·  | Т  | UESDA   | 1  | ı   |
|-------------------|---|---|--|---|--|--|--|---|--|-----|
| 00                | ABC   | CBS   | NBC  | ABC   | CBS  | NBC  | ABC  | CBS   | NBC  | L   |
| 15                |   | Lamp Unto My<br>Feet<br>sust                          |  |   | For Love or<br>Money<br>sust   | Dough Re Mi<br>sust  |  | For Love or<br>Money<br>sust                                      | Dough Re Mi  |     |
| :45               |   | Look Up & Live  |  |   | Play Your Hunch  | Treasure Hunt Ponds alt Lever P&G alt Mentholatum          |  | Play Your Hunch   | Treasure Hunt Al. Culver alt Dow Frigidaire alt sust       |     |
| 15                |   | The U.N. in<br>Action<br>sust                         |  | Day in Court<br>Minn. Mining                      | Arthur Godfrey<br>Standard Brands<br>Standard Brands                       | Price Is Right Lever Bros alt Ponds Sterling alt Whitehall | Day in Court<br>Beech Nut, Life<br>Savers, Gillette          | Arthur Godfrey<br>Pharmaceuticals<br>alt sust<br>Libby alt Ronson | Price Is Right<br>Lever alt Sunshine<br>Stand Brands       |     |
| :30<br>:45        | Bishop Pike<br>sust                                     | Camera Three  |  | Peter Lind Hayes<br>Gillette Co.                  | Top Dollar<br>Colgate  | Concentration<br>Armour alt Lever                          | Peter Lind Hayes<br>Amana Refrig.                            | Top Dollar<br>Colgute   | Concentration Frigidaire alt sust Lever alt Alberto Culver | e F |
| 2N<br>:15         | College News<br>Conference<br>sust                      |   |  | Peter Lind Hayes<br>Gen Foods<br>Shulton, Lever   | Love of Life<br>sust<br>Amer. Home Prod<br>alt sust                        | Tic Tac Dough Ponds alt Dow P&G                            | Peter Lind Hayes<br>Shulton<br>Armour & Co.<br>General Foods | Quaker alt Libby Amer Home alt sust                               | Tic Tac Dough<br>Stand Brands<br>P&G                       |     |
| 30<br>45          | Johns Hopkins<br>File 7<br>sust                         | Face the Nation                                       |  | Mother's Day<br>Minn, Mining<br>Johnson & Johnson | Search tor Tomorrow P&G Guiding Light                                      | It Could Be You Whitehall alt Menthol Ponds alt P&G        | Mother's Day<br>Beech-Nut<br>Lever<br>Seeman Bros.           | Search for<br>Tomorrow<br>P&G<br>Guiding Light                    | It Could Be You Al. Culver alt suss Armour alt P&G         | 2 2 |
| 15                | Open Hearing<br>aust                                    | Football Preview<br>(15 min. prior<br>game)<br>Carter |  | Liberace<br>Armour & Co.<br>Gen Foods             | No net service   | Close-Up<br>co-op  | Liberace<br>Armour & Co.<br>Mlnn. Mining                     | No net service  News (1:25-1:30) sust                             | Close-Up<br>co-op  | I   |
| :30               |   | Pro Football<br>co-sponsorship                        | Catholic Hour<br>sust<br>Eternal Light<br>sust | ТВА   | As the World Turns P&G Sterling alt Carnation                              | Howard Miller  | TBA  | As the World Turns P&G Sterling alt Miles                         | Howard Miller  | ı   |
| :00               |   |   | Mr. Wizard<br>sust                             | Chance For<br>Romance<br>Gen Foods<br>Amer Home   | Jimmy Dean Show<br>sust  | Truth or<br>Consequences<br>sust                           | Chance For<br>Romance<br>Chesebrough-Ponds<br>Bristol-Myers  | Jimmy Dean Show Libby alt sust Miles alt sust                     | Truth or<br>Consequences<br>sust                           | I   |
| :30               |   |   |  |   | Art Linkletter<br>Stand Brands<br>alt Lever<br>Standard Brands<br>Van Camp | Haggis Baggis<br>sust<br>Menthol alt sust                  |  | Art Linkletter<br>Swift<br>alt Toni<br>Kellogg                    | Haggis Baggis<br>sust<br>Al. Culver<br>alt sust            |     |
| :00<br>:15<br>:30 |   |   |  | Beat The Clock<br>Gen Foods<br>Lever              | Big Payoff<br>Colgate  | Today is Ours  | Beat The Clock<br>Beech-Nut<br>Cheesbrough-Ponds             | Big Payoff<br>sust  | Today is Ours P&G alt Nableco                              |     |
| :45               | Roller Derby  |   |  | Who Do You<br>Trust?<br>General Foods             | Verdict Is Yours<br>Stand Brands<br>Bristol-Myers                          | From These Roots   | Who Do You<br>Trust?<br>Johnson & Johnson                    | Verdict is Yours Gen Mills alt Carnation Swift                    | From These Root P&G sust                                   |     |
| :00<br>:15<br>:30 | Roller Derby  |   |  | American<br>Bandstand<br>Eastoo,<br>Lever         | Brighter Day<br>P&G<br>Secret Storm<br>Amer Home Prod                      | Queen for a Day<br>Ponds<br>alt sust<br>P&G                | American<br>Bandstand<br>Welsh<br>Lover, Vick                | Brighter Day P&G Secret Storm Gen Mills sit Queker                | Queen for a Day<br>Standard Brands                         |     |
| :45               | Bowling Stars<br>Amer Machine                           | Network News  |  | American<br>Bandstand                             | Edge of Night<br>P&G   | County Fair<br>sust<br>Sterling                            | American<br>Bandstand  | Edge of Night P&G Sterling alt Miles                              | County Fair<br>Dow alt sust<br>sust alt<br>Lever           |     |
|                   | Paul Winchell<br>Hartz Mtn. Prod.<br>General Mills      | Great Game of<br>Politics<br>Sust                     | Omnibus<br>(5-6 alt wks)<br>Aluminium Ltd.     | American<br>Bandstand<br>co-op                    |  |  | American<br>Bandstand  |   |  |     |
| :45               | Lone Ranger<br>Gen Mills<br>Cracker Jack<br>Smith Bros. | Jriginal Amateur<br>Hour<br>Pharmaceutleals           | NBC Kaleidoscope                               | Mickey Mouse<br>Club<br>Sweets,<br>Bristol-Myers  |  |  | Walt Disney's<br>Adventure Time<br>P&G, Mars<br>Mattel       |   |  | 1   |

NOTE: L preceding date means last date on air. S following date means starting difte for new show or new sponsor in time slot.

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH & INDEX The network schedule on this and preceding pages (44, 45) includes regularly scheduled programing 25 Oct. to 21 Nov., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

## GRAPH

#### 25 OCT. - 21 NOV

| NE                        | SDAY   | TH   | IURSDA   | Y  | ı   | FRIDAY  |   |  | ATURDA                                    | Y  |  |
|---------------------------|--|--|--|--|---|---|---|--|---|--|--|
|                           | NBC  | ABC  | CBS  | NBC  | ABC   | CBS   | NBC   | ABC  | CBS                                       | NBC  |  |
| er<br>st                  | Dough Re Mi  |  | For Love or<br>Money<br>sust                                   | Dough Re Mi<br>sust<br>Mentholatum                             |   | For Love or<br>Money<br>Lever alt sust                      | Dough Re Mi   |  | Captain Kangaroo<br>Partie<br>Schwinn     | Howdy Dood<br>Continental<br>Baking              |  |
| unch<br>Leust             | Treasure Hunt Heinz alt Brillo Com Prod alt P&G                    |  | Play Your Hunch<br>sust<br>Scott alt sust                      | Treasure Hunt Pillsbury alt Frigidaire P&G alt Helnz           |   | Play Your Hunch<br>Swift alt sust<br>Lever alt Gerber       | Gen Foods<br>alt Ponds<br>Whitehall alt<br>Sterling                       |  | Mighty Mouse<br>Gen Foods alt<br>Colgate  | Ruff & Reddy<br>Gen Foods<br>alt Mars            |  |
| arey<br>II                | Price Is Right Frigidaire Sterling Sandurs alt Pillsbury           | Day In Court<br>Amer Home<br>Gen Mills                   | Arthur Godfrey sust alt Pharmaceuticals Stand Brands           | Price Is Right Al. Culver alt Lever Bros Miles alt Menthol     | Day in Court<br>Bristol-Myers<br>Amer Home            | Arthur Godfrey U.S. Steel alt sust Gen Mills alt Ronson     | Price Is Right<br>Lever alt Corn Prod<br>Stand Brands<br>alt<br>Gen Mills | Uncle Al Show<br>(11-12)<br>National Biscuit   | Heckle & Jeckle<br>Swift alt sust<br>sust | Fury<br>Borden<br>alt sust                       |  |
| al.                       | Heinz alt Miles  | Peter Lind Hayes<br>Nestle<br>Chesebrough-Ponds          | Top Dollar j<br>Colgate  | Concentration<br>Pillsbury alt Lever<br>Helms alt sust         | Peter Lind Hayes<br>Minn. Mining<br>Gillette          | Top Dollar<br>Colgate                                       | Concentration<br>Dow alt Ponds<br>Lever                                   | Uncle Al Show                                  | Adventures of<br>Robin Hood<br>sust       | Circus Boy<br>Mars alt<br>sust                   |  |
| e<br>in<br>un<br>morrod   | alt Pillsbury<br>P&G   | Peter Lind Hayes<br>Amer Home<br>Gen Foods               | Love of Life Scott Amer Home                                   | Tic Tac Dough Al. Culver alt Heinz P&G                         | Peter Lind Hayes<br>Gen Foods<br>Beech-Nut            | Love of Life Atlantis alt sust Lever alt sust               | Tic Tac Dough Gen Mills alt Sunshine P&G                                  |  |   | True Stery sust Sterling Drug                    |  |
| G Lht                     | Whitehall alt sust Corn Prod alt Brillo                            | Mother's Day<br>Armour<br>Reynolds Metals                | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G          | It Could Be You<br>Miles alt Pillsbury<br>P&G alt<br>sust      | Mother's Day<br>Gen Mills<br>Nestle<br>Bristol-Myers  | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G       | Stand Brands alt Ponds P&G alt Corn Prod                                  |  |   | Detective Diar<br>Sterling Drug<br>sust          |  |
| scice                     | Close-Up<br>co-op  | Liberace<br>Reynolds Metals<br>Gen Foods                 | No net service  News (1:25-1:30) sust                          | Close-Up<br>eo-op  | Liberace<br>Beech-Nut<br>Gen Foods<br>Armour          | No net service  News (1:25-1:30) sust)                      | Close-Up  |  |   | No net service                                   |  |
| Wid<br>as<br>a<br>It lbby | Howard Miller  | ТВА  | As the World<br>Turns<br>P&G<br>Pillsbury                      | Howard Miller  | ТВА   | As the World Turns P&G Swift alt Sterling                   | Howard Miller   |  | Pro-Football<br>co-sponsorship            | No net service                                   |  |
| anhow<br>dist             | Truth or<br>Consequences<br>sust<br>sust                           | Chance For<br>Romance<br>Johnson & Johnson<br>Nestle     | Jimmy Dean Show Lever alt Van Camp Johnson & Johnson alt Lever | Truth or<br>Consequences<br>sust<br>Alberto Culver<br>alt sust | Chance For<br>Romance<br>Gen Foods                    | Jimmy Dean Show<br>Kodak alt sust<br>Gerber<br>alt sust     | Truth or<br>Consequences<br>sust  |  |   | No net service                                   |  |
| clear<br>Bi<br>inc        | Haggis Baggis<br>sust<br>Brillo alt sust                           |  | Art Linkletter<br>Kellogg                                      | Haggis Baggis<br>sust  |   | Art Linkletter<br>Lever Bros<br>Swift alt<br>Staley         | Haggis Baggis<br>Lever alt sust<br>sust                                   |  |   |  |  |
| ate                       | Today is Ours P&G Helnz alt Sterling                               | Beat The Clock<br>Gen Foods<br>Armour                    | Big Payoff<br>sust   | Today Is Ours<br>P&G alt Armour<br>sust alt Heinz              | Beat The Clock<br>Gen Foods<br>Seeman Bros.           | Big Payoff<br>Colgate                                       | Today Is Ours P&G Sterling alt sust                                       |  |   | NCAA Footbal<br>Games<br>Bayuk Cigars            |  |
| S urs                     | From These Roots P&G alt sust Frigidaire alt sust                  | Who Do You<br>Trust?<br>Amana Refrig.                    | Verdict Is Yours<br>Sterling alt Scott<br>Libby<br>alt Scott   | From These Root P&G sust                                       | Who Do You<br>Trust?<br>Gen Foods                     | Verdict Is Yours Gen Mills alt Atlantis Gen Mills alt Lever | From These Root P&G alt sust sust   |  |   | (% sponsorship<br>various times<br>various dates |  |
| Strn<br>mo od             | Queen for a Day<br>Corn Prod alt<br>Pillsbury<br>P&Q               | American<br>Bandstand<br>Welch Grape Julce               | Brighter Day P&G Secret Storm Scott alt Amer Home              | Queen for a Day Al. Culver alt Miles P&G                       | American<br>Bandstand<br>Gen. Mills<br>5th Ave. Candy | P&G  Secret Storm  Amer Home Prod alt Gen Mills             | Queen for a Day<br>Whitehall alt<br>Corn Prod.<br>P&G                     |  |   |  |  |
| Not<br>Sk<br>ttr          | County Fair<br>Frigidaire<br>alt Gen Mills<br>sust alt<br>Sterling | American<br>Bandstand<br>General Mills<br>5th Ave. Candy | Edge of Night P&G Pillsbury                                    | County Fair<br>Nablsco alt<br>sust<br>Sandura alt Lever        | American<br>Bandstand                                 | Edge of Night P&G Amer Home alt Sterling                    | County Fair Sterling alt sust Lever alt sust                              |  |   |  |  |
|                           |  | Tales of the<br>Texas Rangers<br>Sweets Co.              |  |  | American<br>Bandstand<br>co-op                        |   |   | All-Star Golf<br>Miller Brew<br>Reynolds Metal |   |  |  |
|                           |  | Walt Disney's<br>Adventure Time<br>Mars, Miles           |  |  | Mickey Mouse<br>Club<br>Gen Mills<br>Sweets, P&G.     |   |   | All-Star Golf                                  | Lone Ranger<br>Nestle alt<br>Gen Mills    |  |  |
|                           |  |  |  |  |   |   |   |  |   |  |  |

grams not listed are: Tonight, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS, Sunday, 11:11:15 p.m. (Carter and Whitehall); Today, NBC, 7:00-9:00 a.m., Monday-Friday, participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday.

All times are Eastern Standard. Participating sponsors are not listed because in many cases they fluctuate.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs, together with show costs, sponsors and agencies starts on page 42.

# Let Our Big Lynnhaver



# **Oysters Remind You:**



SPONSOR • 1 NOVEMBER 1952

#### MORE

radio homes at the

#### LOWEST

cost per home of any station in the

#### **Heart of Florida**

NCS 2



WSUN Radio

St. Petersburg-Tampa

Represented by VENARD, RINTOUL & McCONNELL Southeastern: IAMES S. AYERS



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

CHICAGO, ILLINOIS



National and regional spot buys in work now or recently completed

#### SPOT BUYS

#### TV BUYS

General Mills, Inc., Minneapolis, is initiating a campaign in scattered markets to promote its Coco Puffs. The schedules start this month for five weeks. Minutes during daytime slots are being scheduled. Frequency depends upon the market. The buyer is Roy Terzi; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Salada-Shirriff-Horsey, Salada Div., Boston, is preparing a campaign for major markets for its Salada Tea. The schedules start this mouth, run for eight weeks. Minutes and L.D.'s during both daytime and nighttime segments are being used; frequency varies from market to market. The buyer is Fred Spruytenburg; the agency is Sullivan, Stauffer, Colwell & Bayles, New York.

J. A. Folger & Co., Kansas City, is going into top markets for its Folger's Coffee. The campaign runs for six weeks; day and night-time chainbreaks and nighttime I.D.'s are being scheduled. Frequencies vary from market to market. The buyer is Al Randall; the agency is Cunningham & Walsh, Inc., New York.

The Procter & Gamble Co., Cincinnati, is entering various markets with Ivory Liquid detergent. The schedules start this month, run through the P&G contract year. Day and night minutes and night chainbreaks are being slotted; frequency varies from market to market. The buyer is Chez Craster; the agency is Compton Advertising, Inc., New York.

#### **RADIO BUYS**

General Gigar Co., New York, is placing announcements in top markets throughout the country for its White Owl Cigars. The campaign starts this month, runs for six weeks. Minutes and chainbreaks during daytime segments are being scheduled; frequency depends upon the market. The buyer is Tom Viscardi; the agency is Young & Rubicam, Inc., New York.

Chesebrough-Pond's, Inc., New York, is entering various markets to promote its Vaseline hair tonic. The campaign runs for six weeks; minutes during daytime and nighttime periods are being aired. Frequencies vary from market to market. The buyer is Enid Cohen; the agency is McCann-Erickson, Inc., New York.

Ward Baking Co., New York, is starting schedules in various markets for its Tip-Top breads and cakes. The four-week campaign starts this month. Minutes and chainbreaks during daytime slots are being slotted. Frequency depends upon the market. The buyers are Arthur Karlan and Mario Kircher; the agency is J. Walter Thompson Co., New York. IN INLAND CALIFORNIA (AND WESTERN NEVADA)

# BEELINE RADIO

delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with Mc-Clatchy newspapers to bring listeners complete up-to-the-minute coverage. McClatchy
Broadcasting
Company

Sacramento, California Paul H. Raymer Co., National Representative KOH O RENO
KFBK O SACRAMENTO
KBEE O MODESTO
KMJ O FRESNO
KERN O BAKERSFIELD

KERN O BAKERSFIELD



#### How is Negro radio faring in you

With changes in Negro population, employment and purchasing power, three stations report the status of Negro radio in the South.

Dick Miller, president, KVLF, St. Louis First of all I would like to make it clear that in such progressive, high-income areas as St. Louis, the term "Vegro market" is becoming more and more of a misnomer every year. Years ago the Vegro people may have had customs, ideas, attitudes which were apart



National advertisers are learning what it can do

and perhaps more provincial then that of the white people but this is scarcely true any longer. Today, more and more Negroes are able to secure skilled, highly paid jobs. They are less segregated. They mix with white people in their jobs and in public places. And they are exposed every day to cosmopolitan national culture and beliefs via radio. television and motion pictures.

The Negro market is expanding in two directions. Negro population and households are growing at a faster rate than the rest of the nation. So is per capita income. The rise in Negro wellbeing is truly astounding. Per capita income has tripled since before the war.

And this is true particularly in St. Louis. Our market is highly unionized. Wages are high, and Negro workers are paid on par. As a result, the standard of living is extremely high.

KXLW's programing reflects the sophistication, educational level and social advancement of the St. Louis Negro people. Wild, raucous rock and roll is not a staple of our programing diet. Instead, we favor such artists as Sarah Vaughn, Billy Eckstein and entertainers of any race who perform in this tradition.

But beyond any doubt, Negro radio

in St. Louis is by far and away the best means to reach the high buying power Negro consumer. The Negro, sophisticated as he has become, can still be reached by media, especially radio, which caters to his tastes and interests. And KXLW does just this.

KXLW constantly has pul lie service projects specifically aimed at benefitting the Negro community. It makes constant effort to give St. Louis Negroes the kind of high class entertainment they want. And we have three highly-knowledgeable Negro d.j.s who not only know how to sell their own personalities, but their clients' products with ability and understanding.

One of the features of old-time Negro radio we never want to drop is that, traditionally, Negro d.j.s maintain closer rapport with their listeners. Our people look upon them as personal friends. Through public appearances stories, record hops and the like they have won affection and loyalty. Their listeners buy everything they se'l.

And, astute national advertisers are learning this more and more each year.

Gene Tibbett, exec. vice pres. & gen. mgr., WRMA, Montgomery

Negro radio in Montgomery, and more specifically WRMA, is very good. Our business and our ratings are up. This, of course, didn't just happen. It has been a constant process of educating the public on this type of operation. The listeners and the national ad-



Very well when based on good solid programing

vertisers (who generally buy tv ratings) caught on early. The local advertisers took longer.

Our national business has jumped, not only because national advertisers were aware of the large audience WRMA delivers, but because they realized the intense loyalty of this audience in buying sponsors' products. Our local business is up over last year, particularly due to the fact that we have educated Montgomery advertisers on how to use Negro radio.

We have gradually elevated the appeal of WRMA to a mass audience medium. In addition to segments of religious music, rhythm and blues and pop, we carry programs especially designed for the housewife. We have kiddie programs and fairy tales. For the first time in the history of the state, we are carrying the complete play-byplay football schedule of Alabama State College, both home and away. (This is a Montgomery Negro College.) This entire series is sponsored by one of the market's leading furniture stores, and the response has been terrific.

WRMA is promoted extensively via taxi signs, theatre announcements, newspaper stories, and perhaps above all, the personal appearances of our deejays through the coverage area. In addition WRMA sponsors a softball team that bears its name, plus a boxing team and a basketball five.

In short, Negro radio is faring very well in Montgomery. Eusiness is up, ratings are up for WRMA, mainly because we are not content to sit back and rely on gimmic's and the novelty of the station, but on good, solid programing.

Stan Raymond, president, WAOK, Atlanta

From what I hear, radio is faring well; and Negro radio, as far as WAOK is concerned, is doing extremely well. Negro radio in general is doing very well, too.

There are good and numerous reasons for this. Negroes have more money to spend than ever before. Their intense desires for the material things they have always longed for are now becoming a reality with this added purchasing power. Many, many clients (including blue-chip national advertisers) have realized this and have in-

#### arket?

cluded coverage to reach this vast Negro market in their regular advertising budget. Locally, many retail outlets have actually said that they cannot do without advertising on Negro stations. More than 85% of our first year's advertisers are still with us with increased schedules.



Bound to have bright future

Many national advertisers seem to feel that they are reaching Negroes effectively through general purpose media. Admittedly such advertisers do reach some Negroes, particularly among the minority of Negroes in the middle and upper strata. But such circulation is of minor importance in the Negro market as a whole. National advertisers must remember that Negro radio is a mass medium unto itself. It is selective only in the sense that it pinpoints a large and identifiable market segment. The mass market advertiser who overlooks Negro radio is missing some very obvious potential. To put it bluntly, he is missing a very important marketing boat.

Business on WAOK is faring very well because we take an active interest in our listeners. The Negro has a justified faith in the people on the station and a loyalty not found in other media. Many national accounts have recognized this in recent years, and with every passing day another account finds its way to Negro radio.

The future is bright; brighter than ever for Negro program stations, for more and more agencies and clients themselves realize they must reach the whole market of a metropolitan city. They have come to undertsand that the product that is advertised to the Negro has a definite advantage in the increasing competition for sales and supermarket shelf space.

SEPTEMBER, 1958, PULSE SAYS:

# KLZ-RADIO HAS AS MANY FIRST-RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

ALL WEEK LONG!

The secret is showmanship—and KLZ showmanship means salesmanship for your products.

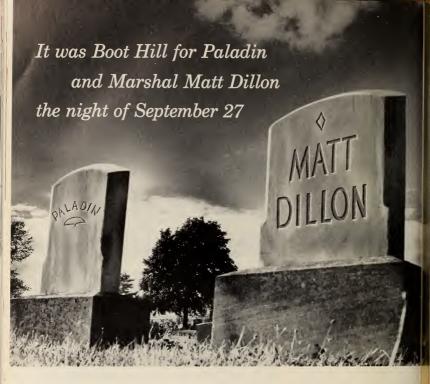
CALL YOUR KATZ MAN OR LEE FONDREN, DENVER

DENVER'S
PERSONALITY
STATION

KLZ

RADIO

**CBS for the Rocky Mountain Area** 



#### It takes pretty rugged programming

to drop those two fellahs in their tracks, but that's exactly what WOOD-TV did on the night of September 27, 1958. WOOD-TV scheduled MGM's "Boom Town". Gable, with able support of Tracy and Colbert, upstaged the gunslingers but good.

WOOD-TV has glommed onto the Paramount, Warner Bros. and the Lion's share of the MGM package. And to celebrate, we ran a humdinger of a film festival on September 27—"Boom Town", "Road To Morocco" and "To Have And Have Not"

from 9 P.M. until everyone just plumb dropped in their tracks.

Coincidental checking\* from 9:00 to 10:30 P.M. awarded "Boom Town" 48% of the audience — a higher share than any other station in the area — including the one carrying the usually top-audience oaters.

Features from Warner Bros., MGM and Paramount are scheduled on a daily basis for WOOD-TV's Channel 8 Theatre (10:45 P.M. Monday thru Friday; 11:15 P.M. Saturday and Sunday) and on Channel 8 Matinee (1:00 P.M. Monday thru Friday). Put your spot minutes in Western Micigan on the only station that has the to features—the only station that delive top audience on its movies 52 weeks the year.

Katz will sell you a schedule right no that will satisfy you — call them.

WOOD-TV is first—morning, noon, nigh Monday through Sunday— May '58 AR Grand Rapids

WOOD-AM is first—morning, noon, nigh Monday through Sunday—April '58 Puls Grand Rapids

\*Conducted by Western Union in Grand Rapids, Kalamazoo, Battle Creek and Lansing, 9:00 to 10:30 P.

Result—WOOD-TV, 48% share, WKZO-TV, 41% share, WJIM-TV, 11% share.



# WOOD ₩

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.



#### FILM-SCOPE

I NOVEMBER 1958
Cepyright 1958
SPONSOR PUBLICATIONS INC.

A spree of v.p. elections and top level hirings and promotions among syndicators are pointing up the industry's biggest boom in years.

The formation of ITC, in addition to waving former TPA and ITC men ahead, also resulted in raids on competitors and stations for experienced men. (For story of Arrow Productions, see FILM WRAP-UP, page 68.)

Screen Gems has a new syndication sales v.p., two new programing posts and has upped its advertising and publicity chiefs.

Smaller syndicators—movie companies like UA and MGM and independents such as Gross-Krasne-Sillerman—are flurrying with the most aggressive and optimistic activity in years.

There'll undoubtedly be a second wave of appointments and promotions in coming weeks as the open desks are refilled.

There's quite a difference in the tax implications of the sales to stations of the MGM and Paramount product.

MGM sold its negatives to stations, which can amortize payments over several years, giving MGM a capital gains position on taxes.

MCA rented the features to stations and with its \$50 million obligation to Paramount, will, it is estimated, have to gross \$70 million just to break even over bank costs, prints, selling and servicing. Then MCA will probably have to pay as high as 50% of what it makes to the government.

Look for literary names to come in next as hosts of dramatic series, instead of the actors that now do the job.

Several famous literary figures are already being courted by a producer preparing a package of "prize" stories.

The ratings success of Conoco's re-runs of Whirlybirds resulted in an unusual third year renewal pact calling for production of only  $13\ \mathrm{new}$  episodes.

In its 58 markets, the regional oil sponsor found that re-runs scored an over-all average of 24.8—which was actually 11% ahead of 22.2 earned by first runs a few months before.

Here are the average ratings of Whirlybirds first runs and re-runs in Conoco's 17 markets among the top thirty cities:

|                  | Average | ARB Rating |               | Average ARB Ratin |           |  |
|------------------|---------|------------|---------------|-------------------|-----------|--|
| City             | Re-run  | First Run  | City          | Re-run            | First Run |  |
| Atlanta          | 15.5    | 22.7       | Miami         | 23.0              | 24.6      |  |
| Boston           | 26.1    | 18.4       | Milwaukee     | 33.9              | 21.6      |  |
| Buffalo          | 26.8    | 18.2       | New Orleans   | 25.0              | 26.6      |  |
| Cleveland        | 8.2     | 10.8       | Philadelphia  | 13.9              | 11.8      |  |
| Chicago          | 10.0    | 10.1       | Pittsburgh    | 31.2              | 27.6      |  |
| Dallas-Ft. Worth | 11.5    | 9.8        | San Francisco | 17.3              | 15.0      |  |
| Denver           | 32.9    | 29.9       | Seattle       | 22.3              | 23.0      |  |
| Detroit          | 9.1     | 8.2        | Washington    | 7.1               | 5.3       |  |
| Los Angeles      | 13.6    | 11.3       |               |                   |           |  |

(For other film developments see FILM WRAP-UP, page 68.)



I NOVEMBER 1958 Copyright 1956 SPONSOR PUBLICATIONS INC.

#### **MARKETING WEEK**

How many radio sets are there in public places? Nobody really knows.

One effort to find out will be made by RAB shortly. The promotion group will made a test study in one market to get some general ideas on set circulation in public places. The study will also test ways and means of getting such information economically and with maximum accuracy.

Most common figure currently used for public place sets is 10 million. This figure has been in use unchanged for years. It was originally an educated guess and is certainly outdated now.

There is no continuing measurement of listening to radio in public places but the Hooper people do occasional studies.

Telephone coincidental surveys taken last spring in Dallas and Philadelphia shows the following:

- Of the sample of stores taken from the yellow pages, 64% had radios in the Dallas market and 78% had radios in Philadelphia.
- Daytime sets-in-use (9 a.m. to 5 p.m.) average 38.5% in Dallas, 44.1% in Philadelphia.

The next great marketing advance will be marked by the contributions of creative mathematics.

So predicts Edwin T. Gibson, board chairman of Market Research Corp. of America. Gibson spoke 28 October before the National-American Wholesale Grocers Assn. executive conference in Williamsburg, Va.

The MRCA head made the traditional disclaimer that formulas will not usurp management functions. But he also made clear that he was talking of more than mere extension of current applications for statistics or computers.

"Mathematics," Gibson said, "can be profitably applied in almost every stage of operations. In the logistics of warehousing, for example; in competitive pricing; in finding the optimum level of promotional expenditures, based on competitive activity; and in determining how to allocate marketing efforts most profitably among a company's various lines and divisions."

MRCA's Gibson gave the wholesale grocers the first glimpse of results from the massive National Household Menu Study, which his firm conducted in cooperation with General Foods, General Mills, Pillsbury and Campbell.

Here are some of the findings:

- About 28% of housewives spend less than half an hour preparing evening meals, 35% spend between half an hour and an hour and 37% spend more than an hour.
  - Nearly 90% of U.S. families serve snacks during a two-week period.
- $\bullet$  The average housewife exhausts about 45% of her menu repertory in a week, about 60% in two weeks.
- The 300 servings made during a two-wesk period represent about 60 different dishes.
   "And probably fewer than 10 of these dishes may account for more than half of the 300 servings."

Are advertisers overlooking love? A Schwerin study covering a representative group of 350 commercials showed only 6% with clear-cut romantic situations.

The study also showed that commercials with romantic situations scored better than average in Schwerin's effectiveness measure.



I NOVEMBER 1958

Copyright 1958

SPONSOR PUBLICATIONS INC.

#### **WASHINGTON WEEK**

The broadcasting industry can hardly escape past next year without deep changes in its operating methods. The changes, in all likelihood, will be dictated by the FCC.

A case now in the Supreme Court could conceivably remove some of the pressure against the industry. This is the Justice Department suit against RCA-NBC involving the Cleveland-Philadelphia station sale-trade with Westinghouse.

Main point involved in this case is whether FCC approval insulates a broadcaster from Justice Department suits. The FCC and Justice contended that Justice and not FCC is the expert agency on antitrust matters. NBC-RCA argued that the sale-trade had been approved by the FCC and therefore could not be challenged by Justice. The Philadelphia court ruled in favor of that position.

Justice appealed to the Supreme Court, and the ruling may do much to clarify the situation. If the Supreme Court upholds the lower court, then Justice will be reduced to an advisory body to the FCC in such cases.

This is of tremendous importance in the overall picture. The FCC is currently considering the sweeping Barrow Report recommendations covering a long list of TV practices. Justice has conducted extensive probes on the same matters and is only waiting FCC disposition before deciding whether to sue on antitrust grounds.

If the Supreme Court decision gives the FCC full sway in the field, many of the Justice guns would be spiked. In addition, the FCC's own decisions need not be influenced by over-the-shoulder looks at what Justice might do later on the same matters. If the decision goes the other way, the dikes are gone and run for the hills.

Justice is ready to move on such diverse matters as network option time, must-buy, alleged talent monopolies, and even considers moves against network production of programs. Affiliation and program distribution practices would eventually come under the microscope. All of this if Justice gets the green light from the Supreme Court.

The possibility that the Supreme Court may take the Justice Department wholly or partially out of the picture may not be relied upon to cure all headaches.

Meanwhile, the Supreme Court slaps a second tv case back at the FCC, for reconsideration in light of allegations before the Harris House Commerce Legis-

The FCC had already announced it was reconsidering on this one.

This makes four such cases returned to the FCC by courts. It adds up to the fact that the FCC will be reconsidering a great number of its deintermixture actions, as well as awards of some of the most valuable tv channels. This will not make for stability in the industry.

lative Oversight subcommittee. This time, the Orlando, Fla., channel 9 case.

In still another area, upheaval will be felt: That is, programing.

Some time ago, the FCC held up renewal of licenses of Atlanta independent radio stations. It designated for hearing renewal for a Newport News, Va., radio station.

The commissioners haven't made up their minds as to their powers to interfere in the field of programing, or whether they really want to do it. But there are heavy pressures on them to take action.

One Commissioner told SPONSOR that it would be unnecessary to cancel licenses. The FCC need merely entertain new applications, and thereafter weigh the promises of the new applicants against the actual performance of the old.



I NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### **SPONSOR HEARS**

Madison Avenue showmen feel sure that the quiz will remain a staple item in tv, despite the uproar over some of the big giveaways.

But they see this change: Less emphasis on the loot and more on formats which invigorate the fun of rivalry.

One reason Whitehall has such exceptional flexibility in moving in and out of tw is the fact that its ad budget is pegged to a monthly sales figure.

Hence its ability to take advantage of buying opportunities—such as this week's move for partial sponsorship of election returns and two-thirds of Colt 45 alternate weeks on ABC TV.

CBS TV is having a tough time clearing stations for the weekly participation that Texaco would like on the Doug Edwards show.

The reason is obvious: Many of the affiliates have news shows preceding Edwards which are sponsored by gasolines—Esso, for instance — on a year-in-and-year-out basis, and they guard these blue-chips like gold.

Veteran agency publicists note a marked change this season in newspaper tv reviews across the country.

Timidity about what the advertiser might think has been abandoned, and network programs are roasted with all the relish of a guy who no longer has to keep one eye cocked on the business office.

ABC TV is girding itself to go after a bigger share of the \$50 million that's being spent for sports in network tv.

First step in this direction:

Hiring a sports consultant (Ed Shurick) to snag events that have escaped ABC TV's competitors.

Second step: Landing the rights to the Blue Grass and Aluminum Bowl games.

NBC TV's bitter flareup at ABC TV over the competitive use of Trendex's October ratings recalled to trade veterans a time and clime when the networks went after each other in a mood more satiric than vitriolic.

A classic example:

The ad CBS ran back in the '30s kidding NBC about mixing its "red and blue shirttails"—a reference to NBC's switch of some of its billings on the Blue to the Red Network so that the latter's monthly totals would come out slightly ahead of CBS.

The buying shenanigans of a media executive for one of the soap giants is be-

For instance, this week he inquired about Alaskan markets with this warning: "We're not going to take them at card rate."

When the rep winced, the media man retorted: "If I can cook up a deal, you can't blame me for doing it."



Kellogg's
covers the
Pacific
Northwest

Kellogg's knows kidults—and where to reach them. All of Kellogg's national spot programs are being seen exclusively on the Crown Stations in the Pacific Northwest. It's good business to look to the Crown Stations. Most Pacific Northwest viewers do.



THE CROWN STATIONS of the Pacific Northwest



#### TV RESULTS

#### AUTOMOBILES

SPONSOR: Murray Vout

AGENCY: Direct

Capsule case history: Murray Vout, a local auto dealer in Salinas, California had not been using television for quite some time. In 1957 the firm, in business for over 30 years, switched its grant to English Fords and Studebakers and its budget to television. The car dealer purchased full sponsorship of two sports programs on KSBW-TV, Salinas-Monterey, Calif., immediately following Wednesday Night Fights on ABC TV and Friday night fights on NBC TV. In the following 12 months Vout registered a 27% gain in business, despite a supposed general recession. With 95% of his advertising budget devoted to television, Vout decided he could not afford both sports programs he was sponsoring. He cut his tv budget to accommodate just one sports program and spread his budget among other media. One month later Vout returned to KSBW-TV, unhappy with the results. With renewed sponsorship of both programs, he said: "I didn't fully appreciate the impact of tv until I used other media again. Then I realized it was the key to my success."

KSBW-TV, Salinas-Monterey

#### **JEWELRY**

SPONSOR: Zale's Jewelers

AGENCY: Direct

Programs

Capsule case history: Zale's Jewelers of Norfolk, Va., were not widely recognized in the Tidewater area, although they are one of America's largest jewelers offering quality merchandise at low prices. In early fall of this year they bought a schedule of tv announcements to advertise their diamond watches and diamonds. This is the only advertising Zale's used. The filmed announcements were alternated each week. After six one-minute messages, Zale's informed WAVY-TV that they had sold \$2,885 worth of watches. Since this was the only advertising done in behalf of watches, it was easy to trace the source of the sale directly to WAVY-TV. The jewelers have had similar increases in jewel sales from other spots on WAVY-TV. "This success is proof to us that regular advertising on your station is the way to bring our wonderful values to the public," said Bruce Fink of Zale's. "Your station will be our first consideration in any future ad campaign planned by Zale's Jewelers," he continued. WAVY-TV, Norfolk

Announcements

#### **BUILDING SUPPLIES & LUMBER**

SPONSOR: Flanders Lumber & Building AGENCY: Direct

Capsule case history: Television has brought prosperity to Flanders Lumber & Building Supply, Inc., Essex Junction, Vt. Using a single late-night announcement, Tuesdays, 11:00 p.m., on WCAX-TV, Burlington, Flanders registered the best January to May in the company's history, 25% more than its best year. The company began its first television campaign in May, 1957. The commercial used was a live presentation by a local announcer that emphasized a complete line of building service, including everything from building plans to a single piece of lumber. By the end of the summer, the once-weekly announcement was producing such good results that Flanders placed 80% of its weekly ad budget in television. Response to the increased schedule changed the economics of the entire operation: in a year, the company has added five hundred and forty square feet of storage space for retail products and is now constructing 2,600 additional square feet. "It was WCAX-TV." said W. D. Flanders, pres., "that made this success possible."

WCAX-TV, Burlington, Vt. Announcements

#### DAIRY PRODUCTS

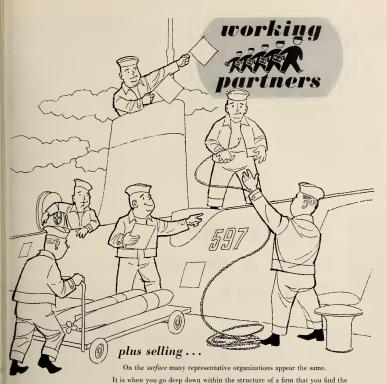
SPONSOR: Gustafson's Dairy

AGENCY: Direct

Capsule case history: Gustafson's Dairy of Green Cove Springs, Fla., milk producers and distributors, made their first tv buy on WJXT-TV, Jacksonville, in February, 1952, as a sponsor of a local live hunting-fishing program. Brothers Ed and Noel Gustafson wanted to see if tv could build their business at a faster pace. Switching all their advertising to tv, they studied the results carefully: over a six-year period, steadily increasing their tv advertising as they went along, the brothers increased their territory from five to 20 counties. Despite heavy competition from other distributors, sales growth exceeded many times the population growth of Jacksonville, Orlando and surrounding counties. Thoroughly convinced of the power of tv, they now sponsor on alternate weeks the syndicated films State Trooper on WJXT-TV and 26 Men on WDBO-TV in Orlando, plus a hunting-fishing show. Ed Gustafson says: "We don't want to be without television. It's responsible for our success."

WJXT-TV, Jacksonville

Programs



Special power that enables an organization to consistantly come up with extra sales.

Here this plus selling factor consists of the group of Working Partners who started H-R, and who are still charting the course of this firm, and a carefully selected crew of sales-seasoned veterans who know how to navigate the channels in which purchases of time are being made. It is this extra depth of presentation experience and background that gives us the power to

DWIGHT REED, Vice-President
FRANK PELLEGRIN, Vice-President
PAUL WEEKS, Vice-President

#### "We always send a man to do a man's job"

emerge with extra orders for our stations even when the going is rough.



NEW YORK
CHICAGO
HOLLYWOOD

SAN FRANCISCO DALLAS DETROIT ATLANTA HOUSTON NEW ORLEANS

#### **ADVERTISERS**

Shulton is spending more money than ever for a pre-Christmas promotion on air media.

Via spot radio, a heavy campaign has been scheduled for 80 stations in 48 markets throughout the country. Network-wise, its Old Spice will be featured on Arthur Godfrey's weekday morning show (CBS).

Via network tv, Shulton's schedule includes these ABC TV shows: Donna Reed, Peter Lind Hayes-Mary Healy, and Dick Clark's American Bandstand

Agency: Wesley Associates.

Campaigns:

· Eureka Williams Corp., of

Bloomington, Ill., has switched from door-to-door demonstrations of its vacuum cleaners to 80-second and twominute tv spots. They will be shown on a test market basis in Grand Rapids and Kansas City. Agency: Earle Ludgin & Co., Chicago.

- · Carnation Evaporated Milk's "Can't Fail-5-minute Fudge" will be backed by a full promotion, including tv spots on the Art Linkletter Show (CBS TV) and syndicated shows in special markets. Radio support includes the Linkletter show (CBS), Carnation Milk Time, on the Keystone network, and regional programs.
- · Alliance Manufacturing Co. of Ohio plans a heavy tv saturation campaign for four of its products via two NBC TV shows-Tonight and Today.

The campaign will last through Christmas. Agency: Dancer-Fitzgerald-Sam-

· The Dumas Milner Corp., for its line of Pine-Sol, Perma Starch, White Wave and Mystic Foam products has appropriated \$1 million for its ty campaign via the NTA network. Dumas Milner will sponsor three and one-half hours of programing a week on 115 NTA stations. Agency: Gordon Best, Chicago.



Strictly personnel: Harold F. Driscoll has been appointed advertising manager of Zenith Radio Corp. He was formerly with Bell & Howell in Chicago . . . George P. Butler, named general sales administrator of the Pabst Brewing Co. . . . Charles Owen, Jr., to the sales promotion department and Robert Swanson, to the advertising department of the Ohio Oil Company.



# WRAP-UP **NEWS & IDEAS PICTURES**



Down payment on \$3 million: when the three stars of new NTA Flm Network series, Hou To Marry a Millionaire, hit Detroit on their nation-wide promotion tour, most natural reception was, of course, money. Aiding girls in their quest for coin are J. E. Campeau, president CKLW-AM and TV and Art Gloster, public relations director. The girls, out for first million, are Lori Nelson, Merry Anders and Barbara Eden. Series is produced by 20th Century Fox



Broadcasting is bullish in Kansas, espe cially for KTVH asst. gen. mgr. Dale Larsen. Each years he buys a bull at Wichita Junior Livestock Auction. 1958 price: \$34.50/cwt.

Rivals unite for United Fund, WCSH-TV and WGAN-TV join forces in Portland, Me, to get local United Fund campaign under way to a "spectacular" start in Congress Square



#### **AGENCIES**

The latest Schwerin study shows that tv commercials don't take sufficient advantage of the romantic approach.

The research firm studied some 350 representative commercials which showed:

- Almost three-fourths of them contained no well-defined personal or social relationships.
- Only 6% of the entire group featured a clear-cut romantic situation.
- Commercials with romantic situations stood well above average, whereas those using other types of personal or social relationships fell below average (with the average effectiveness set at 100).

Merger: Long, Skoll & Shireman, a new corporation in Milwaukee, with Impact Advertising Agency. Officers: R. R. Long (formerly head of Klau-Van Pietersom-Dunlap's radio/tv and film department), president; Richard Shireman, executive v.p. and Merceline Skoll, secretary-treasurer.

Agency appointments: Benrus Watch Co., to Grey Advertising . . . Brown & Williamson's du Maurier cigarettes, from EWR&R to Ted Bates . . . Chun-Wong, Inc., frozen foods, to Compton, Los Angeles . . . W. F. Schrafft & Sons Corp., candies and chocolates, to Richard K. Manoff, Inc. . . . McGough Bakeries, makers of Holsum Bread, to Robert Luckie & Co., Birmingham . . . Terry Foods, Inc., frozen meat products, to Olian and Bronner, Inc., Chicago . . . Pfister Associated Growers, of Aurora, Ill., to Aubrey, Finlay, Marley & Hodgson, Inc., Chicago . . . The Cadie Chemical Co. to Wunderman, Ricotta & Kline, Inc.

Thisa and Data: Clark M. Agnew, president of the agency in his name,

and Neil O'Brien, of JWT have collaborated to dispell the distorted image movies and popular novels give to tv advertising in their soon to be published book Tv Advertising (McGraw-Hill).

Kudos: The International Advertising Film Festival in Venice has presented Gardner Advertising with awards for two of its tv commercials— Purina Dog Chow and Duncan Hines Blueberry Pancake Mix.

Gardner, in St. Louis, has realigned its tv-radio department, bringing these changes: Beatrice Adams, vp. and tv-radio creative director, assigned to special broadcast projects, including experimental work on all accounts; Dean Pennington, vp., becomes director of tv-radio commercial department; Ralph Pasek, assistant director and commercial production manager; John Gunter, to program director and business manager, tv-radio department.

What well dressed newsman will wear . . . WSM-TV in Nashville, Tenn. has found an attractive and utilitarian uniform for its newsmen: blue blazer with gold buttons and easy-to-notice official station emblem



Their first commercial: When station WJRT went on the air for the first time on 12 October, the honor of presenting the first commercial went to Yankee Stores as sponsor and Earl Baldwin as announcer. The live commercial was aired both before and after Detroit Lions game



Miami Beach Strato-Sound is the promotional theme of WKAT, and demonstrating the point at the Food-O-Rama show is June Gordon as Miss Strato-Sound. In addition, WKAT scheduled six hours of remote broadcasts daily direct from the food show



More personnel news: Richard W. Tully, v.p. and general manager of Foote, Cone & Belding's Chicago office. named to the newly created post of chairman of the national operations committee, headquartered in New York

Norman Gladney, to Calkins & Holden as director of ty-radio and member of the plans board . . . Francis L. Bria, v.p. and general manager of the Carl Lawson Advertising Co.'s new Arizona office . . . Lucian R. Bloom, to Ted Bates as assistant media supervisor . . . Sheila Sabath, media director. Irving J. Rosenbloom & Associates, Chicago . . . Frank Chizzini, with NBC for 24 years, joins TPI Ratings, Inc. (M. A. Wallach, president) in charge of sales . . . Earl Collings and John Wilson, to group copy supervisors at Tatham-Laird, Chicago . . . Mira Berman, p.r. director at Levenson Bureau of Advertising . . . Les Miller, to the staff of Broggi Advertising Agency . . . Marie Kachinski, media director at Silton Brothers. Callaway, Inc., Boston . . . Lois Sieffert, assistant to radio-tv director, Feigenbaum & Werman Advertising. Philadelphia.

Robert L. Garrison, a v.p. at Mac-Manus, John & Adams, elected to the board of directors . . . Austin D'Alton, to the account service staff of McCann-Erickson, Chicago . . . Robert Bruno and John Curran, timebuyers at Reach, McClinton . . . Gordon Swartzfager, named as public relations account executive in the Philadelphia office of EWR&R . . . Robert Conrov, account executive for the Plymouth division, Grant . . . Harry Alleva, radio/tv production editor at William Warren, Jackson & Delaney Advertising, New York . . Barry Loughrane, account executive at the Rockmore Co., New York.



you start with an Omaha station. After that, the only logical choice is KOLN-TV. a whopping big area. Even if you throw out everything except those counties where

KOLN-TV is the DOMINANT station, KOLN-TV gives you almost as much buying power as all of Nebraska west of the area-\$592 million as against \$624 million! So, Nebraska's "other big market" is

NCS No. 3 shows that Lincoln-Land is

So, Nebraska's other big market is Lincoln-Land! Ask Avery-Knodel for the facts on KOLN-TV—the Official CBS Outlet for South Central Nebraska and Northern Kansas.

#### ASSOCIATIONS

Following closely on the heels of McCann-Erickson's Buick research report, TvB sent members, this week, a new sales pitch for going after more automobile ad dollars

It's a factual graph, in the form of a "calculating wheel," dubbed "TvB Power Steering Wheel," designed to convince dealers and manufacturers why tv is basic to their purposes through research founded questions and answers.

This wheel gives the answers for three groups-dealers, car shoppers, and the general public-about the advertising impact and effectiveness of tv.

Here's an example Q. and A.:

Q. Which advertising made you most interested in buying a new car? A. Tv. 64%; Magazines, 6%; and Newspapers, 20%.

Expanding: Seven new stations joined the Broadcasters' Promotion Association during September. They include: WSB & WSB-TV, Atlanta; WAVY & WAVY-TV, Portsmouth, Va.; KIDO, Boise; WTAO, La Grange, Ill.; WIBC, Indianapolis; North Dakota Broadcasting Co.; and WXEX-TV, Richmond, Va.

This brings BPA's total membership

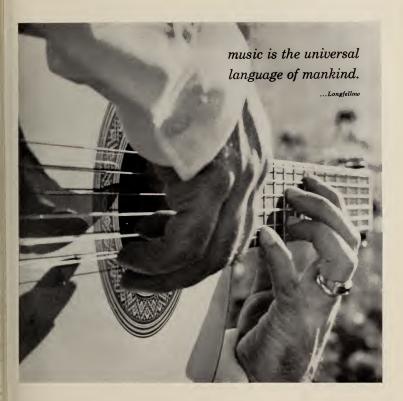
Add to broadcaster's meet calendar: Arizona Broadcasters Association, Friday, 21 November, at the Pioneer Hotel, Tucson.

They were elected:

Officers of the Columbus Radio-Ty Executives Club: president,



The Felzer Stations



#### GOOD MUSIC IS GOOD BUSINESS

In the Los Angeles market, KFAC delivers one of the largest audiences, and one of the least duplicated. KFAC advertisers discovered long ago\* that worth-while music produces worth-while audiences at the lowest cost per thousand of any Los Angeles radio station.

Twenty-four hours a day KFAC's distinctive and

schedule to AM and FM homes simultaneously, at one low cost.

To learn more about the selling ability of the two

To learn more about the selling ability of the tw KFACs in the rich Southern California

varied musical format carries a full commercial

market, ask your Bolling Company man today.

m today.

\*42 advertisers are in their second to eighteenth continuous year of successful selling on KFAC.

24 HOURS DAILY • FROM PRUDENTIAL SQUARE • LOS ANGELES

John Metzger, of Byer and Bowman Advertising; 1st v.p., Dr. Richard Mall, Peoples Broadcasting Corp.: 2nd v.p., Harry Mohr, WTVN-TV; secretary and 3rd v.p., Betty Dixon, WBNS-TV; and treasurer, Jerry Kave Kretchmar, Don M. Casto Shopping Center Promotion Agency.

Officers of the Four A's Western region: chairman, Norton W. Mogge, of Atherton Mogge Privett. Inc., Los Angeles; vice-chairman, John Hoefer, Hoefer, Dieterich & Brown. San Francisco; secretary-treasurer, Robert Temple, of Raymond R. Morgan Co., Hollywood.

Officers of the Minnesota Broadcasters Association: president, Jack Thaver, of WDGY, Minneapolis-St. Paul; 1st v.p., Bob DeHaven, KYSM, Mankato; 2nd v.p., Jim Hambacker, KBUN, Brainerd; secretary-treasurer, Sherm Headley, WCCO-TV, Minneapolis-St. Paul.

#### FILM

The new place of ITC among the top four syndicators became clear this week with the formation of

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets-16th in the Nation-First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD BROADCASTING COMPANY

Arrow Productions to handle reruns only.

Alvin E. Unger is administrative manager and Stanley Levey is sales manager. Area representatives are Larry Stewart in southeast, Perry Walders in east, Coleman Scott in midwest, Spence Fennell in southwest and Lon Boutin in the Pacific zone.

Although AAP passed into the control of UA's United Artists Associated arm through a \$30 million stock purchase, it's not regarded likely that any administrative changes will occur at once. The transfer involves 800 Warner Brothers pictures, three cartoon packages and some 1,400 other film shorts.

Expansion moves: NTA has opened an office in Brussels at 262 Rue Royale, headed by Leo Lax . . . Bernard Schubert has been elected president of Telestar Films . . . Entertainment Plus, Inc. of Chicago enters the production field with Jerry Tales, a series of 65 minute programs.

Sales: CBS Films' Colonel Flack sold to Pacific Gas and Electric Company in San Francisco and six other California markets . . . Ziv's Sea Hunt has been renewed in 63 markets. Pacts include Standard Oil of California, Bristol-Myers, Sun Oil, O'Keefe Brewing, Carling Brewing, Des Moines Savings and Loan Assn. and People's Gas of Johnstown . . . NTA's Dream Package has been sold to 23 additional stations. including KMSP-TV, Minneapolis; WBAL-TV, Baltimore; WISN-TV, Milwaukee; WTOL-TV, Toledo; KOLN-TV, Lincoln; WISC-TV, Madison; WBMD-TV, Peoria; WHYN-TV, Springfield; WWTV, Cadillac; KGUL-TV. Galveston: WKZO-TV. Kalamazoo, and KCRA-TV, Sacramento.

Network and international business: ABC Films and Joseph Schenck Enterprises closed with Aluminum Company of America to program Alcoa Theatre over ABC TV starting (See SPONSOR-SCOPE, page 19) . . . Official Films' Invisible Man will debut 4 November on CBS TV . . . Fremantle International, Inc. reports September a record all time sales month with contracts for Hopalong Cassidy in European countries, You Are There and Terrytoons in Italy, Abbott and Costello in Japan, Have Gun, Will Travel in Latin America and other series in Australia.

Programing notes: MCA-TV's Mike Hammer show to go into second year production and the Rosemary Clooney series on the way back into syndica-

Strictly personnel: ITC has appointed John W. Kiermaier as assistant to president Walter Kingsley . . . NTA Pictures named Robert L. Friedman mid-Atlantic division manager. NTA's Telestudios, Inc. affiliate appointed Robert D. B. Carlisle and Isabel Redman to the production staff. NTA foreign sales representative Samuel Gang leaves 1 November for tour of Japan, Australia and the Philippines . . . Ralph M. Cohn, president of Screen Gems, will serve on the U.S. television delegation to the Soviet Union . . . Jerry Franken to Gross-Krasne-Sillerman as publicity director.

Film Services: Francis Lee joins Animatic Productions, Inc., which has absorbed Mr. Lee's former organization . . . Elliot Schick joins the Chicago branch of Filmack Studios as director of television and industrial films . . . Coronet Instructional Films has appointed the Public Relations Board

#### **NETWORKS**

as conneil.

AVERACE

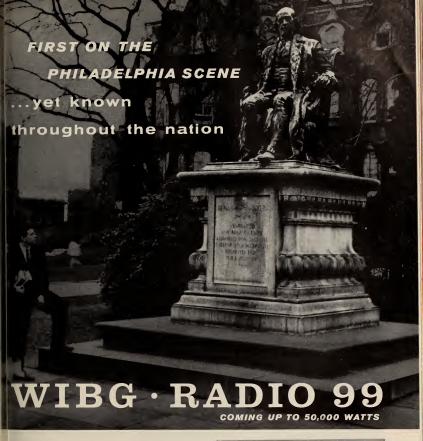
TvB reports the trend on network ty program viewers continues upwards for the first nine months of 1958.

Here's the January-September picture, based on Nielsen total audience figures: PATING

| ATTENDED.       | 14.14.1.10 | TI OMILIO  |  |  |
|-----------------|------------|------------|--|--|
| EVENING         | (PSB)      | REACHED    |  |  |
| PROGRAM         |            | (ADD 000)  |  |  |
| 1955 (133)      | 20.6%      | 5747       |  |  |
| 1956 (131)      | 21.2       | 6757       |  |  |
| 1957 (121)      | 21.9       | 8077       |  |  |
| 1958 (123)      | 21.6       | 8730 (+8%) |  |  |
| AVERAGE WEEKDAY |            |            |  |  |
| DAYTIME PROGRAM |            |            |  |  |

1955 (46) 1956 (49) 8.3 2650 1957 (53) 8.1 2920 1958 (58) 8.3 3292 (+13%)

NBC's chairman Robert Sarnoff, told the network's tv affiliates that the future of tv depends on how well "we jointly withstand" the constant stresses



Philadelphia...1779: Benjamin Franklin founded the nation's FIRST designated University—the University of Pennsylvania!

Philadelphia...1958: WIBG-RADIO 99 is FIRST in total rated time periods, Monday through Saturday, and LOWEST in cost per thousand, too—according to Professor PULSE (July-August, 1958)!

. . . Add to this leadership the believability provided by responsible Storer Radio management and you have a selling effectiveness that can't be matched in this market. WIBG RADIO 2 PRADIO 2

Call Joe Conway or your nearby KATZ man for the profit-making facts.



Storer Radio

WIBG Philadelphia WWVA Wheeling

WAGA Atlanta WGBS Miami WSPD Toledo

WJW Cleveland WJBK Detroit from divergent interests that pull a network and its affiliates in opposite directions.

Sarnoff spoke before more than 300 tv affiliate executives and press at the Plaza Hotel in New York for NBC TV's 12th annual affiliate meeting.

Time, Inc., has bought the rights to the title, Listen, from CBS for the purpose of putting out a radio guide.

Listen was once used by CBS Radio as a promotion organ.

Moving to a hotel: The Mutual Broadcasting System moves its offices this week to the Sheraton Park Hotel, in New York to "facilitate its expanded news broadcasting activities."

Network affiliations: WABI. Bangor, Me., to CBS Radio . . . KGW & KGW-TV, Portland, Ore., to NBC.

Network sales: A.S.R Products (K&E) and Bayuk Cigars (Feigenbaum & Wermen), to co-sponsor NBC TV's Election Night Special (1 November). Daytime sales at NBC TV amounting to \$2.3 million marks a complete sell-out for its weekday 10:30 a.m. to 1:00 p.m. block. New clients

include: P&G, Lever Bros. and White-hall Labs.

Sports notes: ABC TV's All Star Colf, with Miller Brewing Co. and Reynolds Metals signed for 26 weeks, currently seen in more than 129 markets... NBC TV begins its Saturday afternoon college basketball Game of the Week show 13 December, to run for 11 weeks.

Financial report: RCA sales for the third quarter, 1958—8292,199,000—compared to \$288,677,000 for the third quarter, 1957. RCA earnings for the July-September quarter this year amounted to \$6,254,000 compared to \$8,009,000 for the same period last year.

#### RADIO STATIONS

The Tim Elliott stations in Providence (WICE) and Akron (WCC UE) have taken the latest bold step in editorializing by endorsing candidates in the current political campagn.

In Providence it named as favorites six Democrats and three Republicans. After coming out for the re-election of Senator John O. Pastore, the station got a statement from his opponent, Bayard Ewing, to this effect:

WICE was exercising a public responsibility in the field of politics and as such it had every right to make a choice. He was sorry it picked Pastore but he hoped the next time he ran the nod would be in his favor.

A radio-station — WWDC, Washington—last week crusaded against gyp tv set repairers.

In a series of editorials the station unleashed documented cases showing how these frauds are perpetuated and urging that repairmen do something about policing their tribe.

NBC Radio's **Joe Culligan**, will be the star speaker from the broadcasting industry at the Country and Western disk jockey festival in Nashville 21-22 November.

WSM is sponsoring the event.

Twenty-two stations have signed contracts for Stranger Than Fiction, a new G. A. Ruben production.

It's a syndicated radio series of documented adventure stories, starring Frank Edwards and based on his book Strangest of All.

Joseph M. McMahon, Jr., director of advertising for Schlitz and William Ehart, in the same capacity for National Airlines are among the speakers listed for RAP's National Radio Advertising Clinic, 18-19 November.

Their subject: How breweries and airlines are using radio.

The veteran ad executives will speak to some 700 marketing, sales, advertising and media specialists expected to attend the RAB-sponsored event at the Waldorf-Astoria, in New York.

Back to live radio: The kick-off results of WNAX, Yankton's live programing experiment has led to a completely sold out format. Its Saturday night show—Barn Dance—attracted a crowd of 5,000, and sponsors Armour & Co. and Oelwein Chemical Co.

Unusual, says WINS, New York, for radio today: Martinson's Coffee, through Al Paul Lefton, is in for full sponsorship of the station's half-hour Voice In The Night program.

Station sale: KWRC, Pendleton, Ore., to Fred W. Stevens, an auto dealer in Medford, for \$37,500. (Brokered by Allen Kander & Co.)

Ideas at work:

• KDKA, Pittsburgh, is going in for a brick throwing contest. The station mailed to advertisers and agency people a "Cordie & Co. Living Room Practice Brick" to be used for improving the arm. KDKA is also seeking "Miss Brick Thrower—1959" to be chosen 8 Nov.

 K-ACE, Riverside, Cal., is publishing a regular monthly magazine to be sent to the homes in its coverage area. The magazine, dubbed K-ACE Impact, contains editorial features, advertising of all its air accounts and a \$1,000 give-away quiz contest.

 Twelve heads are better than one: WAQE, Baltimore, will have its staff decide on how the station should be run. The staff will gather once-a-month to plan the activities and operations of the station, with each member having an equal vote on all suggestions.

The winner, Dietrich: WCKR.
 Miami, has its d.j.'s conducting a
"Battle of the Voices" contest, as a tiein while promoting NBC's Monitor
They asked listeners to decide which
agal adds the most sizzle to Monitor—

#### In the leadership spotlight



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

### WGN-RADIO

Marlene Dietrich or Miss Monitor. Outcome: Miami prefers Marlene, two

They received awards: The news department at WJR, Detroit, for "Outstanding Radio News Operation" from the Radio-Tv News Directors Association . . . Heather Woodward, public service director of WQAM, Mitami, for "Outstanding Woman in Radio and Tv" from the Dade Business and Professional Women's Club.

How they celebrated their anniversaries: KNOE, Monroe, parachuted some 2,000 paper plate flying saucers, all redeemable for prizes, for its 14th year celebration . . WEEP, Pittsburgh, started its second year by awarding a layette to the first baby born on the station's birthday, and holding a party for all those born on that date last year.

Changes: The re-alignment and enlarging of three departments at Bartell's KYA, San Francisco; Ronald Kahn, named director of sales; William Jones, program director; Mark Adams, director of news; Robert Anderson, director of merchandising, promotion and publicity.

More on station staffers: Carl E. Lee upped to executive v.p. and general manager of Fetzer Broadcasting Co. . . . Harry Olson, v.p. in charge of public relations at WDRC, Hartford

... Raymond Mercier, manager, WPOR, Portland, Me... Frank Reynolds, promotion and advertising director for KFSD, Inc., San Diego ... Bob Bingham, news and special events director, WYDE, Birmingham ... Bob Flournoy, radio news director, WKY, Oklahoma City ... Joe Mayer, program manager, WCUE, Akron ... Perry Steckbeck, director of special events. WOWO, Fl. Wavne.

#### REPRESENTATIVES

You all must be dynamic to match the changes in broadcasting going on around you, warned Adam Young at a conference of the AWRT in Eric last week.

For the women programers and personalities in radio, Young noted: "The important thing to do is to discuss with management the placement of your show so that it is on the

air at a time of the day when adjacent programs are compatible to yours.

"Never — if possible — go from a straight d.j. program into a household show or fashion program, and then back into another music program. Research shows that over an extended period of time, talk programs next to talk programs builds an audience that likes to be talked to."

Station Representatives Associa-

tion has completed plans for selecting the "Silver Nail" timebuyer of the year.

The award was created by SRA in honor of Frank Silvernail, who retired from BBDO in April of this year.

How the winner will be chosen: Sales personnel from member firms will select the timebuyer by SRA member, via ballots shortly after the beginning of 1959. The winner will be announced in April.



There'll also be "Gold Medal" award to an adman with at least 15 years experience for "outstanding service" to the radio-ty advertising business.

Rep appointments: KHOW, formerly KVOD, Detroit, back to PGW... KSAN, San Francisco, to Ted McCoy, as its exclusive rep in Los Angeles.

Strictly personnel: Edward R. Eadeh, appointed director of sales development, promotion and research for the George P. Hollingbery Co. . . . Marvin Roslin, named research assistant to Frank Boehm, v.p.—research and promotion at Adam Young, Inc.

#### TV STATIONS

P&G's Jif will be using a heavy schedule of spot tv in various markets.

The saturation includes nighttime 20's and minutes in about 85 markets. with the number of spots varying in each.

Note: Jif's spot tv history has followed almost parallel the pattern big spot radio advertisers are now using; an in-and-out schedule, but when they do go in, they go in with pretty heavy saturation.

Agency: Leo Burnett.

Sports note: Bob Ingham's Sportsviews, on KSD-TV, St. Louis, has been renewed for another 52 weeks by Standard Oil Co., marking the program's seventh consecutive year with the same sponsor . . . Top Pro Golf, on WOR-TV, New York, to Travis Fabrics, Inc., for half-sponsorship.

Ideas at work:

- KIMA-TV, Yakima, Wash., promoted its fall schedule via a "Fall Line-up" half-hour show. Ten girls in bathing suits appeared one by one and were questioned by a "detective" as to time, date, and theme of the show each of them denicted.
- Omaha is in the midst of a baby boom, reports KETV after receiving hundreds of nominations for its "8:55 Baby" contest. Last week, KETV signed on at 8:55 a.m. for the first time, and to promote the event, they offered a six-months' supply of baby needs to the baby born nearest the new sign-on time.
  - · Tv viewers to the rescue: A plea

by WRCA-TV commentator Leon Pearson, for New Yorkers to help the plight of the Transit Authority employee who had to make good the loss of money stolen from her booth while she was helping an elderly woman at the turnstile, led to letters, and donations adding to the amount she needed— \$188 while the rest went to charity.

KPIX, San Francisco, promoted its Fabulous Features movies by choosing a "Miss Fabulous Features."
 Dressed in a costume, she walked about the downtown area, delivering gifts of the sponsors' products to Bay Area columnists.

Thisa and data: KDKA-TV, Pittsburgh, threw a party for the Ford Dealers of Alleghany County to celebrate its sixth straight year of sponsoring KDKA-TV's Ford News... WNTA-TV, New York, will sign on one hour earlier beginning this week.... WMBR-TV, Jacksonville, has changed its call letters to WIXT.

Kudos: KOTV, Tulsa, recipient of a special service award from the U.S. Air Force . . . WFGA-TV, Jacksonville, cited by the Radio-Tv News Directors Association for "Outstanding News Operation."

# YOUR BUSINESS WILL BE UP if you read SPONSOR'S 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

#### Reprints of popular BASICS charts sections:

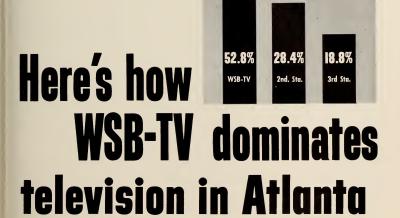
| map. mas at paperna.    |                    |              |      |
|-------------------------|--------------------|--------------|------|
|                         | 1 to 9             | 35 cents     | each |
| 16 pages on Marketing   | 1 to 9<br>10 to 49 | 25 cents     | each |
| 16 pages on Radio       | 50 to 99           | 20 cents     | each |
| * "                     | 100 to 499         |              |      |
| 24 pages on Tv and Film | 500 to 999         | 121/2 cents  | each |
|                         | 1,000 or mo        | ore 10 cents | each |

Prices include postage

Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y.
Please send me the following reprints:
Check or cash enclosed Bill me

Section Quantity
desired Unit price Total amount
Marketing
Radio
Television-Film
Full copy of Fall Facts BASICS—\$1

Name Company



WHEN YOU WEIGH the three Atlanta television outlets preparatory to placing a schedule remember this: Your choice of stations can make a sizeable difference in the sales your advertising produces.

Metropolitan Atlanta Leadership in Television Audience Ratings 3-MONTH AVERAGE July, August, September—ARB Total of 1351 girbin measured (all 3 stations on the cirl). Ties counted as "First" for each station involved.

One station in Atlanta, WSB-TV, is viewed by the most people 52.8% of the time. A viewer, and buyer, preference greater than that of the other two stations combined! Chart shown here is a 3-month average. It reflects viewing habits which hold steady month after month in Atlanta.

Superior local programming, news service which devastates competition and a deep public interest responsibility have built this massive preference for WSB-TV. Certainly your advertising belongs on WSB-TV.

**WSB-TV** is affiliated with The Atlanta Journal and The Atlanta Constitution. NBC affiliate. Represented by Edward Petry & Company

#### **BUTTER-NUT**

(Cont'd from page 40)

morous spoof to Butter-Nut's Southern California copy slant which played on the nostalgia of transplanted Midwesterners. Instead of seriously reminding them about the Midwest and Butter-Nut. as heretofore, another series of Freberg "musical comedies" would kid the same subjects.

Only trouble: Freberg's "Omaha! with the Original Cast" turned out to be six minutes, 28 seconds long. In spite of its length, KMPC agreed to run it 15 minutes after the Dodger games on Sunday. Three one-minute commercials, lifted from the long version, ran through the summer—40 a week on KMPC, 40 on KFWB.

Nostalgia by indirection paid off.
Within a month, practically anyone in
Los Angeles could tell you that the one
thing they had in Omaha was coffee.
The man on the street is apt to ask
any Omahan: "What have they got
back there besides Butter-Nut Coffee?"

Just as meaningful to the company as its 40% sales rise in Southern California is a sign in a Los Angeles restaurant: "Steaks from Omaha—home of Butter-Nut Coffee."

This explains why Butter-Nut is rushing introduction of its Instant in Southern California. A spot saturation for the Instant has begun on KNX, KMPC. KFWB and KHJ. The announcements are the Freberg "musical comedies" used in the Midwest, and Butter-Nut confidently expects a repeat of the Midwest success pattern.

The Midwest, in turn, began seeing the new tv commercials for Butter-Nut last week. Also prepared by Freberg, they are evidence that Butter-Nut has no intention of getting serious.

Just as "Omaha" spoofed "original cast" radio recordings, the first tv commercial has a go at "subliminal" advertising. An animated character announces that he will deliver a subliminal commercial without, of course, mentioning the product—unaware that behind him fireworks are exploding the product name and elephants are parading it.

Weathercasts remain the backbone of Butter-Nui's tv advertising. The company purchased its first weather program on KMTV, Omaha, in 1950. Its success set the pattern for other buys: 10-10:05 p.m. on key Midwest market tv stations, a humorous personality, integration of the commercial.

#### RADIO

(Cont'd from page 36)

tion in the market, and sometimes his buying reacts accordingly."

There is also evidence that, even with the research they have, radio salesmen are not selling radio's strength. Westinghouse Radio's sales v.p. A. W. Dannenbaum and national radio sales manager Perry B. Rascom admit that there is "some validity in the position that radio is not as fully measured as it might be." Yet both add that the sellers and buyers of radio are not making maximum use of all the facts the national research organizations give them.

"For example," Dannebaum and Bascom told sponsors, "radio has not been sufficiently aggressive in using statistical proof to convince advertisers and their agencies that nighttime radio offers audience composition comparable with the much-sought-after traffic hours, at equal or better cost-per-1,000. Though research has supplied the facts, the industry as a whole hasn't created the emotional climate to make night-time radio 'stylish.' Hard-selling efforts in this area would be fruitful for radio, and in turn for advertisers reaching this mature, buving audience."

Finally, radio is undersold because, in some cases, the rate card is still little more than a piece of paper. Competitive pressure which forced rates down to rock bottom also wiped out much of radio's deserved prestige.

Obviously, the natural outgrowth of radio's being both undermeasured and undersold is that—in the minds of agencymen and advertisers—the medium became undervalued. As Niel-sen's Blechta once said, "To be a primary medium, radio must be sold as one." And radio today is sold—and bought—all too often as a secondary and suuoelmentary medium,

Jim Énglish, associated media director of Y&R, insists that no Y&R media buyer would "short-change" radio on the basis of its inadequate measurement. Yet, English adds, "It's true that in many cases radio is considered secondary and supplementary, although some advertisers do use it as a primary medium." Y&R, incidentally, is currently conducting a re-evaluation study of radio to determine 1) the effect of "over-commercialization" in prime radio time, and 2) the effect of Top 40 programing on the product image.

What can persuade more advertisers

that radio should be a primary medium for certain products, that radio is actually bigger than in its pre-tv days, that radio is the only real "total circulation" medium?

Two possible solutions were proposed by many of the reps, agencies and advertisers polled by sorosors. The first is a whole new approach to radio research, based—for example—on the social impact of radio. Once advertisers and agencies understand the real total impact of radio on its audience and on society, say many men in the field, they will begin to see it in its real light.

Finally, radio itself must re-examine its attitudes and practices, and decide whether it wants to sell from strength or from weakness. One rep expressed it this way:

"When some agencyman or advertiser with guts gets up and tells stations, 'If you're going to be a total circulation medium, sell total circulation; get your minds out of the bargain-basement,' then radio may snap out of it. It will wake up some morning and find that it's no longer being short-changed."

#### PARTI-DAY TV TEST

(Cont'd from page 31)

general, the campaign pattern has been to (1) open with announcement advertising in newspapers, using fairly substantial space (1,200 and 1,000 lines in two colors, plus one or two 200 line ads) and (2) then follow after a two-week interval with a five-a-week schedule of tv spots.

All Parti-Day spots (except those now tested in the Green Bay area) are on film, and most are of 20-second length, though minutes have been used occasionally in some markets. The schedules include both day and night.

#### V. Structure of the Test

The whole structure of the Green Bay test contrasts sharply with the test patterns used by Parti-Day in other markets. Comparisons with those markets should therefore show up significant information. In the Green Bay area:

- No newspaper advertising is being scheduled.
- Only daytime tv spots are being used.
- All spots are being delivered live by a local station "personality."
- 4. All spots are a full minute.

- Ten spots per week are being scheduled.
- Complete and intensive co-ordination of advertiser, agency, broker, wholesaler, and station activities is under way.

Parti-Day distribution in the state of Wisconsin is handled by Otto L. Kuehn Co. of Milwaukee, one of the largest food brokers in the Midwest. Marvin W. Bower, merchandising director at Kuehn is directing the wholesale and retail team which is pushing Parti-Day in the Green Bay area. working closely with executives of WBAY-TV.

Haydn Evans, general manager, and Robert Parker, WBAY-TV's marketing director have been conducting preliminary retail studies of the topping market in the Green Bay area, and will cooperate with D'Arcy in special consumer research as the campaign progresses.

This week Parker briefed the six Kuehn detail men who will be promoting Parti-Day at a special dinner meeting. Each was given full details of the station's schedule and plans for use in their retail and wholesale calls. Each is providing the station with daily information on sales progress.

Parti-Day's daytime tv schedule on WBAY-TV calls for spots on three children's programs (Cheerup Time—7-8 a.m.; Popeye Theatre—5-6 p.m.; and Cartoon Time—Sat. 11:30-noon), one home and farm program (Voon Show—12-1 p.m.), and one woman's service program (What's New Today—1:30-2 p.m.).

All announcements in the Green Bay test will be delivered live by Russ Widoe, an established local personality, who will vary his sales talks and commercial treatments as the campaign progresses. For his opening week announcements, Widoe used a straight demonstration technique, showing (and eating) Parti-Day topping on a dish of ice cream. As colder weather sets in (Green Bay currently is enjoying mild Indian Summer weather) a considerable push will be made on hot chocolate with Parti-Day chocolate and marshmallow as ingredients.

#### VI. Facts and Figures

Parti-Day wholesales at \$4.75 a case (12 units) and sells at retail for 49¢ per can. This is somewhat higher than most competitive toppings, which run from 25¢ to 35¢ per unit (in Green Bay). But the Parti-Day dispenser

does undeniably look like a much larger package.

Budget for the Green Bay test is \$9,980 for the 26-week period.

Since the Green Bay marketing area, as estimated by NCS-3, contains just slightly less than 1% of the total tv homes in the U. S. (395,330 out of 42,000,000), Parti-Day's Green Bay expenditure is roughly equivalent to a million dollar national campaign.

Wholesale distribution in the Green Bay area is handled by 14 wholesalers, located in 10 cities, and by A&P and National Tea (see box, page 30, 31). First check on retail availability shows that though Parti-Day is now carried in a relatively small number of outlets (approximately 75 out of 1,000): it is making some headway in getting into chains and large supermarkets which do 80% of the volume in this area.

#### VII. "Unfolding" Test Operation

For sponsor readers, especially food advertisers and agencies handling quick-consumption accounts, the unusual and important feature of the Green Bay experiment is that it is an "unfolding" test operation. Not one, but a whole series of distribution, marketing, and advertising problems will be reported as they develop. SPONSOR will provide on-the-spot coverage of each phase of the test.

According to present plans at Parti-Day and D'Arcy, an exceptionally close check will be kept on wholesale and retail movements in Milwaukee, and in Toledo, for careful comparison with the Green Bay results. Milwaukee will be studied because it represents another Wisconsin area, and Toledo because it is of comparable size to the Green Bay market.

Finally, spoxsor will report many "local color" sidelights on the Green Bay operation, not usually available in formal marketing studies. These will include retail and consumer reactions, store demonstrations and displays "companion product" experiments such as tie-ins with iece-ream, dairy, and bakery products, as well as verbatim comments and interviews with house-wives, grocers and children.

All in all, SPONSOR's comprehensive 26-week should form the most complete, concurrent record ever made of a marketing test. Right now the big question, of course, is—how will Parti-Day do in Green Bay?

#### Nielsen Shows ....

#### WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

#### ...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you; the June ARB report for Syracuse gives WSYR-TV 52.9% of total weekly audience; 63.9% from non to 6 P.M. Mon.-Fri.; 54.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.3% from sign-on to 6 P.M. Sundays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS



Channel 3 · SYRACUSE, N. Y. · 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.

#### NIELSEN

(Cont'd from page 39)

oversees the NTI and NRI activities.

Churchill was a well-known figure in the broadcast research business before he came to Nielsen. He worked for CBS for 12 years, eventually becoming research director. He had the same title ou the ill-fated Broadcast Measurement Bureau, which turned out two station circulations studies during the late 40's, and was present at its burial. Churchill began work for Nielsen in 1952, the date of NCS No. 1. Shaw is a long-time Nielsen employee, having originally worked on the Food and Drug Index.

The quintet above effectively run the broadcast division. Nielsen, Sr., has been spending much of his recent time with overseas subsidiaries, including the British setup, which, up to now, is the only foreign operation served by Nielsen meter-based methods. Arthur C. Nielsen, Jr., who took over the presidency from his father a few years ago, has been concentrating his attention on the Nielsen Coupon Clearing House, and general administrative and policy problems.

In the leadership spotlight

## Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

The method: The heart of the Nielsen measurement system is the meter. Advantages of the Audimeter were outlined by Nielsen, Sr., in his testimony before the Senate Commerce Committee hearings on tv ratings last June.

The advantages given are (1) accuracy is checkable since there is a film record of tuning, (2) the record can be inspected and rejected if defective, (3) there is a record of every minute, 24 hours a day, (4) it can cover all tv receivers in the home, (5) there is no reliance on human memory, (6) it facilitates representative sampling—rural as well as urban and nonphone as well as phone homes, (7) it permits a fixed sample, which provides cumulative audience and trend data.

The Audimeter measures a national probability sample of 1,200 radio homes, of which 1,050 are also tv homes. The use of the same sample for radio and tv permits all kinds of useful information to be broken out, such as what percent of those who listen to an advertiser's network tv show are reached by his network radio show. A continuous minute-by-minute record of set tuning, including the station tuned, is provided by the Audimeter.

For NSI, Nielsen uses a simplified meter (Recordimeter) combined with a diary (Audilog) in each home. The Recordimeter measures the amount of tune-in but not the station. The latter information is recorded in the Audilog by those in the sample home. The Audilog is also used by a national sample matched to the Audimeter sample for ty network audience composition.

Finally, to measure auto listening both locally and nationally, car Audilogs are employed for the full sample plus car Recordimeters in a portion of the sample as a verification of the diary entries.

Reports: A bewildering variety of reports are provided by Nielsen in its syndicated audience services.

NTI: The national tv reports (Nielsen Tv Index) come in four basic forms. The bi-weekly reports (commonly called the "pocket piece") come out 24 times a year. They provide percent and number of homes reached for network shows, average minute and total audience, percent of tv homes covered, audience shares.

The Complete Report, a summary of the bi-weekly reports with additional material added, is published every two months. It shows the client minuteby-minute audiences, program viewing by regions of the U.S., by county size, by age of housewife, by size of family, cost per-1,000, cume audiences.

The Multi-Network Audience report (MNA) covers network programing in 23 cities where all webs have affiliates. This comes out monthly.

The National Audience Composition reports (NAC) come out every few months, break down viewing four ways: men over 18, women over 18, teenagers 12 to 17 inclusive, children between 4 and 11 inclusive.

NRI: The national radio reports (NIsen Radio Index) measure network audiences for each show and also provide for each network sponsor cumulative audiences for each segment bought over one and four weeks. In addition to bi-weekly reports 21 times a year, Nielsen provides Auto-Plus network figures, which measures auto listening as a percent of in-home listening.

Nielsen Station Index: For tv, there are monthly reports and a complete report every eight weeks. The monthlies show metro area ratings plus total homes reached by each station. The complete report provides per-broadcast and four-week cumulative audiences for metro areas and for stations' complete audience, and audience composition.

For radio, there are bi-monthly reports and a per-broadcast ratings supplement every eight weeks. The supplement offers metro ratings and total audiences. The bi-monthly reports give weekly and four-week cumulative audiences in the metro area and for the stations' full audience. Also provided are audience composition and auto radio audience figures. Like the network figures, the auto audience data does not include any program breakdown but just total autos using radio in the time period measured. Cumulative audience figures are also shown for each station by three-hour blocks in the metro area and for the stations' full audience.

Nielsen Coverage Service: The third circulation study this past spring covered tv but not radio, unlike NCS Nos. 1 and 2. The reports shows daily, weekly and monthly audiences for stations by county. In addition to special reports for the networks, there are special reports for buyers and sellers.

# WHAS-TV LOUISVILLE

# IF IT IS **BIG**AND **IMPORTANT**, IT'S ON **WHAS-TV**



KENTUCKIANA'S MOST HONORED STATION!

As a member of society, WHAS-TV pulls out all the stops. Viewers have learned to expect the BIG effort from WHAS-TV.

Twelve national awards have been won by "Operation Cancer," "Inside Our Schools," "Crusade for Children" and the "Good Living-Maternity Series." A WHAS-TV cervical cancer series won McCall's top 1957 Award.

Special series on the state legislature,

highway safety, atomic attack and local air power; weekly programs such as "According to the Law," "Let's Look It Over," "Lure of the Library" and "What's Your Question?"; documentaries on cancer, slum clearance, heart, blood and obesity... have convinced Louisville area viewers that if it is BIG and IMPORTANT, it's on WHAS-TV!

Your Advertising Deserves WHAS-TV Attention . . . with the ADDED IMPACT OF PROGRAMMING OF CHARACTER!



WHAS-TV

Fishie

Foremost In Service

Best In Entertainment

WHAS-TV CHANNEL 11, LOUISVILLE
316,000 WATTS — CBS-TV NETWORK
Victor A. Sholis, Director
Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

#### In the leadership spotlight



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### WGN-RADIO

CHICAGO, ILLINOIS

12 COUNTY
INLAND WASHINGTON

POPULATION: 439,000\* EFFECTIVE BUYING INCOME: \$748,540,000\*

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.

INLAND WASHINGTON

\*Source: Sales Management, May 10 "Survey of Buying Power"



Not I Reps. Scottle & Portland Not I Salt For loc & Co. Art Moore & Assec. Par O'Hells Phone NO 3-5121 Wennishee

KPO WENATCHEE



# Tv and radio NEWSMAKERS



J. Glen Taylor, former vice-president of RKO Teleradio Pictures, has been elected president and principal executive officer of Tidewater Teleradio, Inc. (WAVY, WAVY-TV, Portsmouth, Va.). His varied background in the communications field includes a long association with the General Tire and Rubber Co., vice-president and &irector of RKO Teleradio Pictures, vic-

president of the Mutual Broadcasting System, and, since last November, executive consultant at Tidewater Teleradio. As president, Taylor succeeds Hunter C. Phelan, who becomes chairman of the board. Carl J. Burkland continues as executive vice-president of the corporation. Taylor was also elected to serve on the board of directors and on the executive committee of Tidewater Teleradio, Inc.

Fred Klein will head the new Chicago office of Doyle Dane Bernbach, Inc. For the past two and one-half years, he has been vice-president and account supervisor at Earle Ludgin & Co. Previously, for eight years, Klein was advertising and brand supervisor of new product development at the Toni Co. From 1941-48, he was in the radio department of Dancer-Fitzgerald.

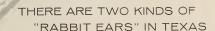


Sample, as timebuyer, and prior to that, he was with both NBC and ABC in the sales promotion departments. DDB is opening its Chicago office because, according to Maxwell Dane, v.p. and gen. mgr., the city represents "a fertile field. There may be accounts in the Midwest interested in the types of advertising we've done throughout the country." DDB Chicago hqs. is at 20 N. Wacker Drive.



Frank Stewart, veteran Texas broadcaster, has been appointed manager of KPRC, Houston. He began his career in broadcasting in 1934, in El Paso. Then later he joined a San Antonio station. In 1944, Stewart went to Houston to join Wilhelm, Laughlin and Wilson Agency, where he was responsible for its broadcast activities. In 1947, he left WLSW to start his

own advertising agency, and in 1955 Stewart returned to broadcasting as co-owner and manager of KTXN, Austin, Tex. He later became associated with KEPO, El Paso, in the same capacities. "With the appointment of Stewart, a man of broad experience in all aspects of radio, particularly programing," said Jack Harris, v.p. and general manager of KPRC & KPRC-TV, "we expect to enlarge and emphasize our radio activities particularly programing." Jack McGrew continues as manager of KPRC-TV.



--one you associate with hasenpfeffer, the other to ring cash
registers. And in WFAA-TV LAND what a merry tune those
registers ring with some 638,360 TV homes in Channel8's coverage area, based on NCS #3. As for those greenbacks, you'll find the nation's 12th MARKET in terms of
retail sales within a 30-mile radius of WFAA-TV's big stickl
Call Your PETRYMAN For The Complete Story

WFAA
BASIC ABC STATION TV

CHANNEL 8, DALLAS

A Television service of the Dallas Morning News, Edward Petry and Co., National Representative



# SPONSOR SPEAKS

### Why taboos exist on the air

There is nothing in governmental licensing or regulatory machinery that prohibits the advertising of hard liquor on the air. Nor is there anything that prohibits the advertising of a number of medicinals, personal items, "men in white" who simulate MD's, and many other products and practices that are acceptable by other media but are taboo on the air.

That such taboos exist is self regulation in action—regulation by the broadcast industry itself in the form of the NAB Radio Standards of Practice, directed by v.p. John Meagher, and the NAB TV Code, directed by Edward H. Bronson.

Recently we had occasion to watch self-regulation at work. Friendly, tough-fibered, Harold E. Fellows, president of NAB since 1951, had caught wind of feelers by two radio stations to broadcast hard liquor commercials. He promptly lashed out with a release which said, "In this free nation the radio and tv broadcasters have voluntarily elected not to accept hard liquor advertising. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. As far as I know there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

The broadcasting advertising industry has learned that it can count on Hal Fellows and his associates to vigorously resist products and practices not in tune with the prestige of the air media.

Advertisers thus gain another big plus via their tv and radio advertising — the appreciation of millions of viewers and listeners for the safeguards that an alert broadcast advertising industry guarantees.

Admittedly, the temptation to stray from the paths of prestige and self-discipline are great—both on the part of a few stations (who find it hard to resist such easy money) and on the part of a few distillers (who see an answer to their competitive problems in the potency of the air media).

For our part, we suggest it isn't worth the hangover.



THIS WE FIGHT FOR: A prestige image for the radio industry. Radio is being shortchanged in many quarters (see page 34). Continued pressure is needed to build for radio the quality image to which the facts entitle it.

#### 10-SECOND SPOTS

British cousins: Sometimes it seems the English surpass us in interesting firm names. Here are just a few of the accounts handled by the London ad agency of Charles F. Higham Ltd.: British Basic Slag.

Lion Stamping Company.

Safety Automatic Fire Escapes.

More English: Further proof of British ingenuity in nomenclature is the Girling Ltd. of Birmingham; they specialize in "chassis engineering."

Order of The Road.

**Apticals:** A New York City optometrist catering to tv actors has the phone number PL 7-2020. *How's that for vision?* 

Whoa: Hear about the cowboy in the tv Western whose horse suddenly stopped? Injun trouble.

30-second spot: Joe Dougherty, sales manager of Baltimore's WJZ-TV, sent live chickens to the Madison Avenue agencies as a promotion stunt. The following letter was received by Jack Mohler of Blair TV, reps for WJZ-TV:

### WEISS AND GELLER, INC.

October 8, 1958

Dear Mr. Jack Mohler:

I should like to advise you it is now past 5 p.m. and the ASPCA has not yet arrived, and the reason they have not as yet arrived is that they have been kept busy picking up live chickens all the way up and down Madison Ave.

That . . bird has made herself or is it himself completely at home and is, running all over the place and if our office boy hadn't been too embarrassed about carrying it across the street, you and all your personnel would be stuck with the problem of what to do with it.

Do you know there is a charge for picking up these little items?

Next time send money. Very sincerely,

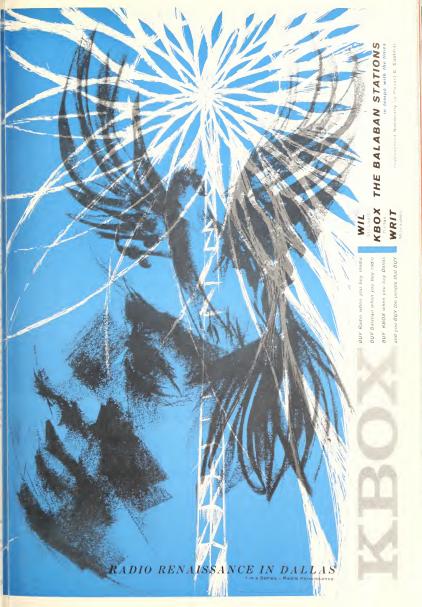
Frances Rosen
P.S. What's the name of that station in
Baltimore again?

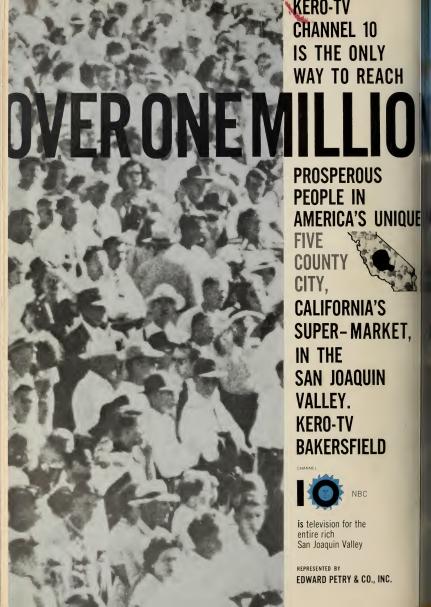
Headline: From N. Y. Times-

TV LENS CAN WITHSTAND HEAT OF 2,000 DEGREES It's a little late; would have been great

uhen the heat was on quiz shows.

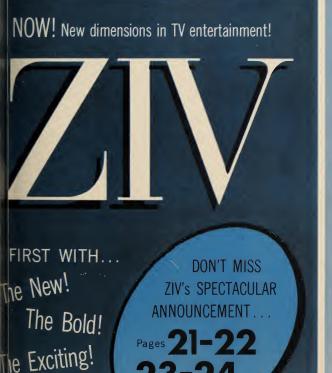
**Definition:** Overheard on Madison Ave. bus: "He's a *sadist*; he always looks at the sad side of things."





# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



23-24

### SCHICK'S NEW **DOUBLE-IMPACT** TV STRATEGY

B&B builds copy-media approach for safety razor firm that features double-barreled use of network and spot ty in close-coordination to plug the new "cactusshaving" sales theme

Page 33

What's behind the controversy over hard liquor spots?

Page 36

New York trip: hectic day of a visiting fireman

Page 40

Syndication plans new programing for coming year

Page 44



### The Man in the KPRC-TV Shirt

A DVERTISING MEN are beginning to realize that it is ridiculous to spend time, talent, and money on hand-tailored advertising campaigns and then spoil the effect by placing this custom advertising on ordinary relevision stations. Hence the growing popularity of KPRCTV in Houston, Texas, which is in a class by itself.

KPRC-TV advertising wears infinitely longer—a matter of many months. It

makes your products and service more attractive and more distinguished because of the subtle methods of presentation. The whole manner is more generous, and therefore, more comfortable. Short pauses are just a little longer and stay in your mind. Even the station-identifications have an ante-bellum elegance about them.

Above all, KPRC-TV makes up its daily telecasts from remarkable sponsors, collected from the four corners of the nation. You will get a great deal of satisfaction out of being in the company of other advertisers of such impeccable tasts.

KPRC-TV is run by a small compan of dedicated television men in the City of Houston, Texas. They have bee at it, man and boy, since 1949. You find all the pertinent data in SRD: or write to Jack McGrew, Station Mat ager, or Edward Petry & Co., Nation Representatives.



## Man Allive!

# THIS IS TELEVISION IN DES MOINES lowa's <u>lively</u> center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television... "this minute" television... spontaneous... vital... television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products... generates buying excitement that shows up on the cash register. Buy the station survey-proven most people watch most... the station far more people depend on for accurate news... the station with the most believable personalities, according to Central Surveys, Inc.

### THE DES MOINES TELEVISION MARKET:

KRNT-TV effectively covers 41 of the richest counties in lowa with 324,000 homes, 88.4%, of them with one or more TV sets. Retail sales \$1,229,064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

You've Got A Live One When You Buy

**KRNT®TV** 



8 November 1958 . Vol. 12, No. 45

### SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

### DIGEST OF ARTICLES

### Schick's new double-impact tv formula

33 Benton & Bowles uses spot tv to establish unique new "cactus shaving" copy theme, humorous integration on Phil Silvers' Show for added punch

### The pros and cons of liquor ads on radio/tv

36 SPONSOR reports on three key questions: Should liquor be permitted to use air? Is it coming anyway? What will happen if and when it does?

### Parti-Day test-the second week

38 Distribution of grocery product in Wisconsin area moves ahead. Now estimated in 20% of retail outlets, compared to 5% when day tv began

### It took 10 years for first copy change

39 Carolina Rice, whose \$15 million sales rise over past 10 years is due to one jingle, varies it with new copy tailored to its consumer groups

### A day in the life of a visiting fireman

40 Why do station men make the trip to N. Y. C.? SPONSOR follows a station man through flash problems, strategy sessions, market briefings

### Return of the native: Ogilvy's Ev Meade

42 The pattern of Ogilvy, Benson & Mather's growing interest in air media emerges as Everard Meade comes out of "retirement" to join creative team

### What's ahead for syndication in 1959?

44 Syndication looks ahead to first \$100 million year with full-scale conflict over programing; action-adventure versus diversified shows

### The tv/radio rating services: a recap

47 SPONSOR series on audience measurement firms finds all expanding. Key trends: instant tv ratings, more local coverage and four-week reports

#### SPONSOR ASKS: What is your agency doing to develop new talent?

54 As agency competition increases the need for top personnel, three ad men tell what their agencies are doing to develop new agency talent

#### **FFATURES**

10 Commercial Commentary

61 Film-Scope

25 49th and Madison

62 Marketing Week

66 News & Idea Wrap-Up

6 Newsmaker of the Week

66 Picture Wrap-Up

52 Radio Basics

64 Sponsor Hears

17 Sponsor-Scope

80 Sponsor Speaks

48 Spot Buys

80 Ten-Second Spots

28 Timebuyers at Work

78 Tv and Radio Newsmakers

63 Washington Week

Editor and Publisher Norman R. Glenn Secretary-Treasurer

Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

#### EDITORIAL DEPARTMENT Executive Editor

John F McMillin

Managing Editor Alvin W. Outcalt

News Editor

Ben Bodec

Special Projects Editor Alfred J. Jaffe

Senior Editor W F Mikech Associate Editor

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles)

Marjorie Ann Thomas

Hayward Ehrlich

Assistant Editors Jack Lindrup

Gloria Florowitz Contributing Editor

Ine Csida

Art Editor

Maury Kurtz

Production Editor

Florence B. Hamsher

Editorial Assistant Villi Vielnielli

ADVERTISING DEPARTMENT Sales Manager

James H. Fuller

**VP-Western Manager** 

Edwin D. Cooper Southern Manager

Herb Martin Midwest Manager

Roy Meachum

**Production Manager** Jane E. Perry Sandra Lee Oncav. Asst.

PROMOTION DEPARTMENT Jane Pinkerton, Manager

CIRCULATION DEPARTMENT

Saymour Weber Harry B. Fleischman

### ADMINISTRATIVE DEPT.

Dorris Bowers George Becker Priscilla Hoffman Laura Oken Jussie Ritter

Member of Business Publications Audit of Circulations Inc.

**BPA** 

### SPONSOR PUBLICATIONS INC.

01958 Sponsor Publications Inc.

### LARGEST

### AUDIENCE

OF ANY STATION IN IOWA

OR ILLINOIS (outside Chicago)

According to Nielsen Coverage Service, WOC-TV Leads in ALL Categories: Number of Homes Reached Monthly, Number Reached Weekly... Weekly and Daily Daytime Circulation; Weekly and Daily Dighttime Circulation.

### WOC-TV COMERAGE DATA -

Population Families Retail Sales Effective buying Income Source

Number TV Homes

1,727,100 531,200 \$2,076,120,000 \$2,852,363,000 1958 Survey of Buying Power (Sales Management) 398.800

Neilsen Coverage Service No. 2

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO- Radio-Des Moines

The Quint-Cities Station
—Davenport and Bettendorf in Iowa: Rock Island, Moline and East
Moline in Illinois.



Col. B. J. Palmer,
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodlinger,
Res. Sales Manager
PETERS, GRIFFIN,
WOODWARD, INC.
EXCLUSIVE
NATIONAL.
REPRESENTATIVE



**NEW YORK** 250 Park Avenue Yukon 6-7900

ATLANTA Glenn Bldg. Murray 8-5667

CHICAGO Prudential Plaza Franklin 2-6373

335 Merchandise Mart Riverside 7-2398

DETROIT Penobscot Bldg. Woodward 1-4255

FT. WORTH 406 W. Seventh St. Edison 6-3349 HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

# Take your SALES TEMPERATURE FAST with SPOT RADIO

There's no need to wait until an advertising campaign has been completed before judging its sales success. **SPOT RADIO** alone, gives advertisers the opportunity to get started in a market quickly, and to judge sales progress while the campaign is running.

**PGW** Colonels are always ready to assist with individual market information, and then follow through with local progress reports that help judge copy effectiveness, coverage patterns, and audiences reached—information that permits strategy adjustments before a campaign has "run its full course."

## THE CALL LETTERS OF THE SALES GETTERS

### West

| KGMB-KHBC-   |   |   |   |   |   |   |   |        |
|--------------|---|---|---|---|---|---|---|--------|
| KEX-Portland |   |   |   |   |   |   |   |        |
| KIRO-Seattle | ٠ | ٠ | • | ٠ | ٠ | • | ٠ | 50,000 |

#### Midwest

| WHO-Des Moines 50,000       |
|-----------------------------|
| WOC-Davenport 5,000         |
| WDZ-Decatur 1,000           |
| WDSM-Duluth-Superior 5,000  |
| WDAY-Fargo 5,000            |
| WOWO-Fort Wayne 50,000      |
| WIRE-Indianapolis 5,000     |
| KMBC-KFRM-Kansas City 5,000 |
| WISC-Madison, Wis 1.000     |
| WMBD-Peoria 5,000           |
| WISC-Madison, Wis 1,000     |



| WBZ+WBZA-Boston and |        |
|---------------------|--------|
| Springfield         | 51,000 |
| WGR-Buffalo         | 5,000  |
| KYW-Cleveland       | 50,000 |
| WWJ-Detroit         | 5,000  |
| WJIM-Lansing        | 250    |

## WOODWARD, INC.



### Southwest

| KFDM-Beaumont          | 5,00  |
|------------------------|-------|
| KRYS-Corpus Christi    |       |
| WBAP-Fort Worth-Dallas |       |
| KTRH-Houston           |       |
| KENS-San Antonio       | 50,00 |

#### Southeast

| WCSC-Charleston, S. C. | 5,000 |
|------------------------|-------|
| WIST-Charlotte         | 5,000 |
| WIS-Columbia, S. C     | 5,000 |
| WSVA-Harrisonburg, Va. | 5,000 |
| WPTF-Raleigh-Durham .  |       |
| WDBJ-Roanoke           | 5,000 |





## NEWSMAKER of the week

Another major agency has a new president. Following two weeks after George Gribbin's move up at Y&R, Robert R. Newell has been appointed president of Canningham & Walsh. Like Gribbin, Newell's background is creative, but in recent years he has been active in new business areas.

The newsmaker: Robert R. Newell heads a group of three executives who, with John P. Cunningham, will henceforth be controlling the destinies of Cunningham & Walsh. His election as president was announced by Cunningham 3 November along with the appointment of William M. Mulvey as executive vice president and Carl R. Giegerich as chairman of the executive committee. Cunningham will continue as chairman of the board.

Newell moves into the presidency after the agency's strong recovery from the loss of Liggett & Myers in 1956, a recovery in which Newell, as officer-in-charge of new business operations, has played no small part. Important account acquisitions during the past

few years include American Machine & Foundry, Pharmacraft, Andrew Jergens and the broadcast part of the Texas Co. business (the agency already had the print and 24-sheet billings). Newell will continue to play an active role in drumming up new business.

While not closely identified with broadcast operations, air media problems had been occupying an increasing share of Newell's time during this three-year tenure as executive vice president. "During



Robert R. Newell

the past three years," he said, "we have made a big investment in radio/ty personnel. I'd say we now have about 150% more people than we did in 1954. In a sense we've over-expanded, but this was deliberate as we did this with the future in mind." C&W now puts about 50% of its billings into air media. In 1957, the share amounted to 35%.

Newell has this to say about radio. "As a buy for our clients, radio is still the most economical purchase we can recommend." As for tv: "Very much the most potent selling medium yet created."

Newell has been with Cunningham & Walsh and its predecessor, the Newell-Emmett Co. (the latter Newell is Clarence, an uncle), since 1932. He started as a copy and idea man on the Chesterfield account, became a copy supervisor within a short time and in 1940 was made copy chief. When C&W was formed in 1950, he was made a senior vice president, member of the executive committee and board of directors, director of creative production and chairman of the operations committee.

# NEWSMAKER STATIONS of the WEEK KXOL&KTOK appoint EASTMAN



5000 WATTS ON 1360 FORT WORTH, TEXAS

# \*KTOK

5000 WATTS ON 1000

OKLAHOMA CITY, OKLAHOMA

Two more stations shake hands with Eastman. In the Southwest we do things Big! In this case, two at a time.





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue

527 Madison Avenu New York 22, N. Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg San Francisco, Cal. YUkon 2-9760



Bach year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down...until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the eleventh year of network television it seems reasonable to agree that television is no longer a novelty—that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

In 1958 the average television family is watching more than ever—an average of four hours and 59 minutes a day. Tonight at 9, for example, three families out of every five will be watching television.

Today there is at least one television set in 43,900,000 homes—86% of the nation's total. And 6,000 new television homes are being added every day.

Advertisers today are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

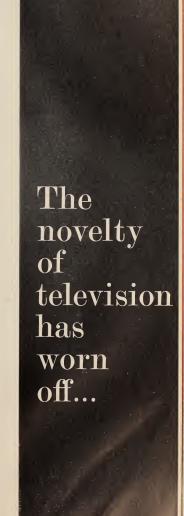
And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people—at the same instant—than any form of mass communication ever devised, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nationwide andiences in all television, (as shown in the 79 consecutive Nielsen Reports issued since July 1955), the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK®



# "JAXIE" says... "SPOTS ARE TOPS FOR TEXIZE"



Texize, another fine prestige advertiser, chooses WFGA-TV to carry its advertising message to the booming North Florida-South Georgia market. For a solid year, Texize has been one of the "Jaxie Station's" heaviest spot advertisers, using daily saturation to sell its fine all-purpose cleaner in this rich \$1½ billion market. "Jaxie" is proud to have Texize and the Henderson Advertising Agency of Greenville, S. C. on its growing list of prestige advertisers.

Basic NBC and selected ABC programming Represented nationally by Peters, Griffin, Woodward, Inc.



FLORIDA'S
COLORFUL STATION



# Commercial commentary

### The Eggheads and Us

I have just been reading a new book, "Creative Thinking" (Reinhold Publishing . . . 161 pages . . . \$4.75) by Charles S. Whiting of Market Planning Corp., an affiliate of McCann-Frickson

Planning Corp., an affiliate of McCann-Erickson. McCann, of course, more than any other agency has captivated the business world with its weighty "Scientific Management" approach to advertising, and I wanted to see how one of

Marion Harper's boys would tackle the cosmic, if somewhat elusive, subject of creativity.

Mr. Whiting is a Harvard graduate. Personally, I doubt if any but a Harvard man would presume to deal authoritatively with creative thinking in 161 pages, but Whiting has a master's degree from the famed School of Business Administration, so obviously he is eminently qualified.

His introduction is a model of puritanical New England sternness. He says, "By examining current thinking about creativity in a commonsense, objective manner, completely devoid of the popularized "self-help" or "how to" approach, it is hoped that this book can fill a vital need—that of providing management with sound advice and counsel on the subject of creative training."

That's spoken, if I do say so, like a little man. And Mr. Whiting discusses, in the same, no-nonsense prose style, such abstruse matters as brainstorning, the Osborn check-list, the Gordon technique, at tribute listing, involvement-detachment, the creative training programs at General Motors, U. S. Steel, and M.LT., and the McCann-Erickson Marketing Communications Workshop.

He also cites a number of impressive-sounding professors. My favorite is Dr. Fritz Zwicky of the California Institute of Technology, who, says Whiting, "has developed an analytical problem-solving technique which he calls morphology, or morphological analysis."

I'm not sure (even after careful rereading) that I know what morphology is. But I do know that Dr. Zwicky has missed his calling. With his talent he ought to be working in an ad agency, dreaming up names for toothpaste ingredients. He could make a hell of a pile of dough.

#### No touch of the poet

Despite such dazzling authorities, however, I was disappointed in Mr. Whiting's book. Mr. Whiting, I fear, lacks a touch of the poet (a poet, according to my favorite definition, is a man who can "distill truth from facts") and Mr. Whiting's work, for all its self-praised commonsense manner, lacks the very creativity it describes.

The result is pretty dull reading.

Beyond that, "Creative Thinking" saddened me for another reason. In it I found documented evidence of the snowballing tendency among modern executives to glorify and sanctify the academic mind.

Back in the dark ages, when I was a young man fresh out of New Haven, we regarded most college professors with the contempt which many of them deserve. I think we were healthier because of it.

(Please turn to page 13)

### a unique new(s) service with new techniques—available by wire, tage or FM

First time for Independents—World-wide news and feature coverage comparable to finest network news service. A fresh program source—a new idea—at realistic cost—to help you sell more and make more money.

### Top Overseas and national stories with full Washington coverage.

 schedule is flexible for late-breaking news • daily, short-wave or telephone reports by correspondents in world capitals and trouble spots • excerpts from Presidential, Pentagon and Cabinet news conferences • verbatim highlights of Congressional hearings

· important exclusives · actual voices of news makers.

For full details contact: RADIO PRESS headquarters, 18 East 50th Street, New York 22, New York—PLaza 3-3822

Correspondents in London, Paris, Rome, Tokyo and major news capitals.

George Hamilton Combs, President . Stewart Barthelmess, Vice Pres. and General Mgr.



exclusive for your market...by expert newsmen and well-known newscasters.

# RADIO PRESS

RP-



Now for the first time: WJRT brings you a single-station TV wrap-up of the mid-Michigan market—1,969,200 consumers strong. Complete facilities and services, too, including ABC primary affiliation and strong local live and film programming. Look into the new efficient way to sell the big mid-Michigan market, with grade "A" coverage of Flint, Lansing, Saginaw and Bay City.

Represented by

### HARRINGTON, RIGHTER & PARSONS, INC.

New York • Chicago • Detroit Boston • San Francisco • Atlanta





Today, however, when a scientific-management-type executive gets into a jam, he apparently puts in a call for the Audio-Visual-Socio-Psycho-Econ Center at Southwest Siwash U., and sets up a research project. Then he settles back, serenely confident that some of the "best brains in the country" are working on his problem.

This I doubt. I know that ever since Sputnik I it has been considered unpatriotic to sneer at eggheads. But at the risk of giving comfort to the Soviet by criticizing our academic doubledomes, I'd like to offer some warnings about their involvements in advertising.

I am speaking here not of the pure scientists, chemists, physicists, mathematicians or the professors of the humanities, but about those practitioners of the "social sciences," the psychologists, sociologists, and economists, with whom advertising is in much more direct contact. My advice to any creative advertising man is—stay away from them.

### White mice in dark cellars

It is probably an exaggeration to say that the average college psychologist is a "brooding, humorless individual who spends his time goosing white mice in dark cellars with hot electric needles." But there is enough truth in the characterization to make a point.

Most of the social scientists I've ever met in advertising were men of myopic vision, cultural sterility, irrational prejudices (especially about the ad business) and downright intellectual dishonesty.

I wouldn't call them either impractical or absent-minded. Many of them are very fast with a buck. But I do say they are often dreadfully limited and terribly insecure. And they cover up their insecurity by thinking and writing a kind of confused, verbose academic jargon that is as silly as it is polysyllabic.

Anyone who has ever read many Ph.D. theses knows how many crimes are committed in the groves of Academe under the name of scholarship. These collegiate tomes are all too frequently mere mountains of insignificant data, piled on quicksands of inadequate philosophy.

I see no reason why advertising, of all businesses, should stand in awe of the social scientists. I don't think they have much to offer us.

At the risk of sounding like a typical Yale mucker (Mr. Whiting is a typical Harvard gentleman) I suggest that the problem of creativity cannot be understood by an examination of the current programs at A.C. Sparkplug or Hotpoim Electric, or by a review of the latest thinking at the University of Buffalo.

If you want real knowledge of creativeness you must begin much further back, and an affectionate acquaintance with such men as Homer, Plato, Dante, Montaigne, Pascal, Bach, Beethoven, Rembrandt, Chaucer, Shakespeare, Hemingway, Picasso, and Casals, to name a very few, will do much more for you, and prove much more valuable, than any brainstorming session ever held at BBDO.

Finally, I offer it as my considered, if somewhat archaic opinion that the best, most practical, most scientific textbook ever written about creativeness is a very old one. It is called the Bible.

Any bigshot business executive who wants to be more than mere sounding brass and a tinkling symbol to his employees, will do well to re-read and ponder the familiar 13th chapter of First Corinthians.

St. Paul is not always an easy writer to understand, or to follow. But over the years, I have found him a much more reliable expert on creativity, and on how to encourage it in one's self and in others, than anything yet turned out at the Harvard Business School. Or, for that matter, at McCann-Erickson.



| Here are the NC              | S #3 ratings: |  |  |  |
|------------------------------|---------------|--|--|--|
| Total Homes in Are           | a             |  |  |  |
|                              | 369,300       |  |  |  |
|                              | 321,400       |  |  |  |
| Total TV Homes in            | Area          |  |  |  |
|                              | 249,780       |  |  |  |
|                              | 221,420       |  |  |  |
|                              |               |  |  |  |
| Monthly Coverage             |               |  |  |  |
| KTBS-TV                      | 199,470       |  |  |  |
| Sta. B                       | 179,680       |  |  |  |
| Weekly Coverage              |               |  |  |  |
|                              | 102.050       |  |  |  |
|                              | 193,970       |  |  |  |
| Sta, B                       | 175,150       |  |  |  |
| Weekly Daytime Cit           | culation      |  |  |  |
| KTBS-TV                      | 169,320       |  |  |  |
|                              | 154,500       |  |  |  |
| Daily Daytime Circu          | dution        |  |  |  |
|                              |               |  |  |  |
| KIBS-IV.                     | 121,010       |  |  |  |
| Sta. B                       | 113,900       |  |  |  |
| Weekly Nighttime Circulation |               |  |  |  |
| KTBS-TV                      | 192,080       |  |  |  |
|                              | 173,240       |  |  |  |
| эш. В                        | 1/3,240       |  |  |  |



Specify KTBS-TV with dominant

Daily Nighttime Circulation

Sta. B .

KTBS-TV . . . . 150,130

140.850

NBC

E. Newton Wray Pres. & Gen. Mgr. \*N.C.S. No. 3, Spring, 1958 A. C. Nielsen Company



### outheastern TV...

# a major market commanding national attention

425,360 TV homes

in 62 counties of six

states are delivered

by just one station

- WLOS-

This immense

market deserves

your attention as

a top buy on any

TV schedule!

(Data from NCS #3)



### WLOS-TV

Unduplicated ABC in
Asheville • Greenville • Spartanburg

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc. Southeastern Representatives: James S. Ayers Co.



# LONG on selling

WGAL-TV makes your advertising dollar reach farther at less cost. Its lower cost is due to the fact that WGAL-TV's multi-city coverage costs less than singlecity coverage. Reach more for your advertising dollar —on pioneer station WGAL-TV. Reach Lancaster, Harrisburg, York, as well as numerous other cities: Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc., on CHANNEL 81

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- \$3¾ billion annual retail sales
- \$6% billion annual income

# **WGAL-TV**

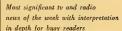
### LANCASTER, PA.

NBC and CBS

STEINMAN STATION . Clair McCollough, Pres.



Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco





### **SPONSOR-SCOPE**

8 NOVEMBER 1958
Copyright 1958

Encouraging news for the air media came out of Detroit this week.

The new models are selling quite well; so agencies with auto accounts are beginning to feel that the outlook is promising enough to permit spurts of spot buying during the early months of 1959.

These flights, it is expected, will continue until the automotives know for sure where they're headed on the sales graph.

Meantime, the reps aren't sitting idly by. For instance, Petry and CBS Spot Sales have routined themselves for a series of presentations to both the auto companies and their agencies.

International Latex, which fathered the barter idea, is now making some cash deals with stations—but only for fixed positions.

The proposition: 69% of the end rate, with the other 31% going for commissions.

A major handicap barter is that advertisers aren't guaranteed simultaneous campaign starting dates.

Rep salesmen are keeping their fingers crossed over the flock of shortflight schedules that are running out soon.

When business took a decided nip-up last month, a big portion of the orders was for only six and eight weeks.

If most of these schedules are renewed, spot tv could start off the new year with a banner first quarter.

Reports from radio stations along the lower Atlantic seaboard indicate there's been quite a surge of orders from supermarkets and department stores (apparently the money is coming largely from newspaper budgets).

This flow is tending to balance out the slowdown in national spot radio lately. All of which happily suggests that local acceptance of the medium can be depended upon almost invariably to fill holes on the national front.

Another noteworthy development in the same area: National and regional beers are buying nighttime radio schedules in saturation lots.

Now Colgate, like Brown & Williamson, is demanding its 20-second tv commercials be followed by nothing bigger than a 10-second spot.

The news of how Colgate feels about its neighbors came to stations this week in a letter from Ted Bates.

The immediate reaction of some stations in key markets was that this demand was carrying things a little too far. Also, that if the condition spread stations would be forced —as a result of truncated revenues—to raise rates.

As these stations point out, the price of a 10-second spot is appreciably less than a 20second spot, and the continued limitation on the number of 20-second spots that can be back-to-backed will only lead to higher costs for the advertiser.

Commented one station operator: "They've won the battle against triple-spotting. If they keep pushing us elsewhere, we'll wind up either being forced to reduce the level of local programing or turning to the networks for more compensation. We're sure that national advertisers don't want either to happen."

CBS Radio's reduction of its network program load and drastic revamping of its affiliate relations produced widely different points of view in agency and rep quarters this week.

Madison Avenue agency reaction ranged from a it-won't-diminish-confidence-innetwork-radio to this sort of comment: "We've got enough of a problem to keep our clients within the network radio orbit without having to contend with another retreat by one of the industry's leaders."

SPONSOR-SCOPE found one set of reps applauding the fact that there'll be a lot of network-furnished programing (especially news) available for spot, while another set complained that CBS Radio is now free to sell its time in any segment it elects.

In the midst of the debate on the long-range impact of the CBS move, BBDO announced that its client, GE's lamp division, is showing its complete confidence in network radio by renewing its contract for Arthur Godfrey for another 26 weeks.

(See details of revised CBS Radio programing plan see WRAP-UP, page 00.)

gramming plant see witchi -er, pa

Agency observers of the current negotiations between AFTRA and the radio/tv newtrs think it will be a miracle if the two groups manage to resolve their differences by the deadline date. 15 November.

Meantime AFTRA is going through the formality of getting a strike vote this week in New York, Chicago, Los Angeles, and San Francisco.

For advertisers, the key angle in the union's demands is a 10% rate increase across the board and abolition of the multiple-discount structure for strip shows.

Among the demands that have raised firm objections from the networks: (1) additional payment to performers for each repeat use of a videotaped program or commercial; (2) refusal of program service to stations declared "unfair" by AFTRA. Network legal advisors feel the second point raises a secondary-boycott problem.

Midwest agencies are getting steamed up over the effect that the dual radio rate structure is having on their relations with clients.

The situation has created these embarrassments for them: (1) clients tauntingly say they can buy more cheaply by themselves, and (2) competitors are wooing their accounts with the lure of promising to deliver better rates than the accounts are now getting.

Another factor is the economic loss: Some agencies, rather than lose the account, close their eyes to the client's placement of business through his own local offices or through brokers and retailers.

Here's what these agencies say they'd like to see: A sharper definition of who is cligible for the local rate (such as the Storz group put into effect this summer).

(For background on this controversy, see 16 August SPONSOR, page 27.)

Stations apparently feel it's worthwhile to pay the tab for rep salesmen who visit their markets to get the latest facts and figures: More and more stations are okaying it.

Reps haven't been able to finance this type of visiting on the scale they'd like to; hence the decision of stations to take on the obligation.

Conversely, the reps welcome visiting station firemen in the big spot centers for the same reason (see picture story, page 40).

Chicago ad agencies with hard liquor accounts say they wouldn't block a move into radio, but warn that the medium is faced with these stumbling blocks:

- In some states liquor ads must pass the state liquor commission; the rules
  often are so rigid that the copy can say only what appears on the label of the bottle.
- A state just across the border might protest that copy coming from a neighboring station is counter to that state's rules on liquor advertising.

(See page 37 for a full-dress appraisal of the hard liquor question in radio.)

### SPONSOR-SCOPE continued ...



If your tv network show isn't doing so well and you're toying with the idea of changing its position, some comparisons plotted out by NBC TV this week might be a handy thing to study first.

An analysis of the 21 nighttime programs which this October were in time slots different than the year before shows that seven improved their ratings while 14 took a dip.

The standout gainers were Father Know Best (from 18.1 to 23.3); Price Is Right (from 17.9 to 23.5); and Disneyland (from 14.0 to 22.9).

The **conspicuous losers:** Godfrey (off from 24.1 to 15.3); Twenty-One (25.7 to 12.1); and December Bride (23.5 to 15.9).

One observation that might be drawn from the downward group: Most are "tired properties" (they've been on a long time). Apparently a change in time position alone isn't enough to create a revival.

Merely as an indication of how nighttime tv network programing is faring, here's a batch of early fall averages for a couple advertiser categories.

SOAPS: Lever, 26.5; P&G, 25.9; Colgate, 21.2.

CIGARETTES: R. J. Reynolds, 25.7; American Tobacco, 23; Brown & Williamson, 22.6; Liggett & Myers, 20.5; Lorillard, 18.5.

NBC TV still is trying to devise some way of testing program ideas in some isolated market.

Agency showmen, though, seem skeptical about the effort. To them it's financially impossible: They can't imagine a freelance producer putting up a substantial share of the money for a trial run of, say, 7 to 13 weeks. And a shorter test, they feel, wouldn't prove much.

•

The tv networks can expect to hear shortly from an agency on a couple of topranking accounts about the prospects of allowing a summer hiatus.

What this probably will lead to is a second, alternative proposal—for a special 52-week discount.

The networks will, it can be expected, counter the hiatus gambit with this argument: How else can clients amortize their program costs other than through summer re-runs?

.

Now that the tv networks have started selling nighttime minutes, it's interesting to take a statistical look-back at the granddaddy of the network minute-participation merchants—the Today Show.

In the six years Today has been on the air, it has had 307 different advertisers and grossed \$33 million in time and talent.

As NBC TV now views it, the minute participation may be new to nighttime, but it's nevertheless pretty much of a tradition with that network.

-

Station sales managers see the time coming when national advertisers with daytime interests will be less disposed to favor a network personality over a locallydeveloped personality.

The change in attitude is expected to result from:

- The retirement of the sparse few veteran personality salesmen left on network daytime.
- (2) The difficulty the networks have found in grooming personality salesmen to take their place.

Here's the way station sales managers look at it: If a local personality salesmen (not necessarily a d.j.) is exposed to the listening audience long enough, he'll ultimately catch on and have all the acceptance of the name network personality salesmen. That is, providing national advertisers come through with enough business to help pave the way.



It now develops that 60% of Buick's budget on the 1959 models will go for tv.

The entire expenditure will be \$8-10 million, and the shift to tv amounts to about a
2.5% increase over what the ratio had been the previous year.

Thus Buick is sticking by its guns on tv, although the newspapers have been raising a fuss over the matter.

Nielsen's latest assignment from NBC Radio is to investigate how impressions accumulate with various types of network spreads.

The theory that the network hopes to have confirmed is that mounting commercial impressions can be obtained for little added cost in frequency.

One of the top air media agencies on Madison Avenue this week hauled its radio commercial writers over the coals on several counts.

Among the list of sins were:

1) A tendency to emulate the audio side of tv commercials.

2) Ignorance of the people that the client is trying to sell.

3) Disregard of the seasonal or time-of-day factor in fitting the copy.

 Trying to be cute instead of clothing the product image in a garb that's readily recognized.

Jack Cunningham, C&W chairman, did a little backtracking about his expectations in tv during a talk before the San Francisco Ad Club.

His big admission of wrong horoscoping concerns westerns. A year ago he said they had run their course of top popularity and that anybody who bought them "ought to turn in his grey flannel suit and go to the eternal showers." Now he is recanting.

Another revision: The supposed Index of Boredom can't be such a bugaboo when the time spent viewing this season is bigger than ever.

(See NEWSMAKER OF THE WEEK for profile of C&W's new president, Robert Newell.)

Lestoil's Jacob Barowsky, now one of tv's torch-carriers extraordinary, expounded his own theories of how tv spot should be bought before the Cleveland Ad Club.

In mushrooming Lestoil's tv spending to an annual rate of \$9 million, he's scorned the ideas of others that the best values come from prime time (which, naturally, produces the highest ratings).

Instead, says Barowsky: "It's far preferable to reach smaller audiences with many impressions which could inject the message of Lestoil into the viewer's mind so that—even though the Lestoil message was not remembered—yet when the bottle was seen on the shelves the viewer instinctively reached for it."

Look for many national manufacturers to keep putting a local stress on their promotion-advertising through the first half of 1959.

Generally speaking, they won't get around to taking inventory on where they stand in relation to competition from local and private brands until April; then it will take another month or two to make whatever changes are expedience.

In the meantime there are no signs of a letup in the tendency (particularly among national producers of grocery products) to concentrate their advertising powers along regional and local lines.

Specifically in terms of air media, the continuation of this policy favors spot.

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 48; News and Idea Wrap-Up, page 66; Washington Week, page 63; SPONSOR Hears, page 64; Tv and Radio Newsmakers, page 78; and Film-Scope, page 61.

SUSPENSE!

INTRIGUE!

RACING SEAS!

CALYPSO!

NEW...from

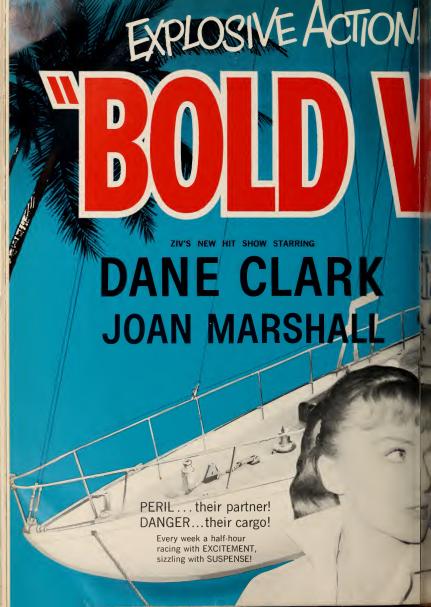
A FRESH NEW EYE-FULL!

> A THRILLING NEW EAR-FULL!

TV's MOST

ACTION-FULL

NEW SERIES!





From the Florida Keys to Trinidad... ADVENTURE in every port of call!

A HERO you'll always remember . . . A HEROINE you'll never forget!



ZIV'S NEW ONE-OF-A-KIND SERIES . . .

# BOLD VERTURE

MORE ACTION PER MINUTE!

HEROIC DRAMA PER WEEK! OUTDOOR ADVENTURE PER HALF HOUR!

..to give YOU More VIEWERS! More SALES! More PROFITS!

Compelling
MERCHANDISING
and PROMOTION AIDS
help you win immediate
audience acceptance,
build market-wide interest
and enthusiasm,
pave the way to greater
selling success

Television

starring DANE CLARK • JOAN MARSHALL



# 49th and Madison

#### Farm issue

sponsor's articles on the Farm Market (Oct. 28, 1958) certainly negate the popular belief that agriculture is going downhill.

The farm market is unquestionably spiraling upward and there will be few areas of American business which will escape the farmer's great demand for materials and services. Advertising media reaching this powerful market will, of course, he a factor in influencing the direction of the farmer's dollar. Let us remember, too, that increased mechanization of farms is giving the farmer more leisure hours for greater exposure to all advertising media.

Albert Boyars
public relations director
Transfilm Incorporated
New York

I read with a great deal of interest vour farm section, in particular, of course, the column and a half devoted to KNEL. You did a very fine job in reporting the facts as they are, and we are deeply grateful. Somehow I must have mislead you, for you state that our national business grew from \$35. 000 to \$200,000, and that is actually national and regional sales. The regional sales, of course, being mainly farm accounts. A very small mistake, but I do want to set the records straight.

> Alan Henry general manager, KXEL Waterloo, Iowa

### Who's on first?

The RAB item on page 82 of your October 25 issue overlooks NCS 2 in making the claim. "RAB will sponsor the first nationwide radio set count in four years."

Done in 1956 (slightly over two years ago) Nielsen coverage service 2 used a sample of 150,000 homes, and produced information identical to that sought by RAB in its current study.

Public Relations
Erwin Ephron
Public Relations,
A. C. Nielsen Co.

 This was RAB's statement. SPONSOR could only assume it was accurate.





## TIP of WEEK SMART BUYERS

Two good stock market tips this week are Safeway Stores, around 33½ and Houd Industries around 19½, both on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.



Again #1 Hooper September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.



Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.



5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.



As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show."



Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

sold nationally thru
WEED & CO.

Joc Rahall, President
"Oggic" Davies, Gen. Manager

#### Single spotting

... much has been said and printed recently regarding double and triplespotting on the part of radio stations. Double-spotting seems to be quite acceptable on most stations, particularly on the "break" positions of the hour.

Not so many stations triple-spot but this practice, too, has become quite prevalent. particularly in the most popular time periods. . .

WJR's policy of single-spotting has been found quite refreshing on the part of advertisers and we thought that, in view of the timeliness of the subject, you would find it of interest, too.



Elmer O. Wayne vice pres. sales, WIR Detroit

#### Chemical story

Thoroughly enjoyed reading the story on chemical companies using tv this season per the October 25th issue. There are not many non-tv using prospects left in this field, but enough to apply this sponson story to. Therefore, I am writing for some extra copies to use in Sales Development.

Robert W. McFadyen dir. sales development, NBC New York

### Commercial commentary

All of us at Ballantine are quite naturally popping with pride, brought on by sroxson's recent column "A Pocketful of Peeves." The fact that our musical commercials are pleasant to the ears of so keen a judge is high compliment. We have circulated your column throughout our Advertising Department and our Advertising Agency so that those responsible for our commercials will know that their efforts have not been in vain.

Edwin B. Fisher public relations manager P. Ballantine & Sons Newark, N. J.



Smart advertisers take the KOA-Radio route to the Rocky Mountain West. No other medium in this rich Western market can compare with KOA for:

COVERAGE: KOA travels into 302 caunties af 12 states...cavering aver 1,100,000 square miles and papulated by appraximately 4½ millian people.

POWER: KOA's pawerful 50,000 watt vaice is heard thraughaut the West...reaching listeners an bath sides af the Cantinental Divide.

ACCEPTABILITY: KOA programming is carefully planned far listener enjayment. Since 1924, KOA. Radia has been a respected friend to Westerners. They have learned to depend an papular KOA and NBC personalities and pragrams for truly informative and entertaining radia listening.

SALES: The KOA-Radia raute is the West's best way to sell your product to aver 4 million potential customers. Remember, it's results that count!

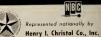
### GET ON -

STAY ON\*—KOA-RADIO!

It's the anly station you need to raute your product directly to the entire Western market.

(\*most advertisers dol)







otto-Baldwyn-Hayer Redio Station in New York—1858 kc. • 400 Perk Arenna • Phone Murrey Hill 6-1800 • Represented Mationally by Gaurge P. Heillingbery Co.

the liveliest station in town • 50,000 watts



One of the things
''C'
learned as a Grad

Was how to select

The best to be had.

In Los Angeles, as anywhere else, a reflection of maturity is the ability to discriminate. That's one of the reasons KHJ audiences are so selective.

When the mature turn to radio, they turn to KHJ. In fact, for 36 years KHJ has been the station for those who have come of age; those who demand stimulating, varied programming.

With variegated programs, KHJ reaches and sells the specific audiences you must reach to sell effectively in burgeoning Greater Los Angeles.

So, never underestimate the variety of tastes of the mature in America's 2nd market. Here is a medium programmed to satisfy them all.





# Timebuyers at work

Warren Osterwald, Alfred Auerbach Associates, Inc., New York, feels that with the need for more hard sell at the local level stations should increase merchandising benefits to the advertiser, "Merchandising, when done properly, is probably the next best thing to air time," Warren says. "Stations that have effective merchandising plans offer advertisers the added

plus often needed for a final sale. It is difficult for most national sponsors to perform themselves such services as securing shelf facings, pack-out merchandise, local tie-in advertising, information on competitive activity, and stock counts before and after campaigns. Also there is the problem of making presentations to retailers and wholesalers, getting outdoor support, editorial support and trade



alerts. Yet, all these services are an integral part of a campaign and should be available to sponsors." Warren feels that many station end their merchandising at the consumer level, when it is the re tailer and wholesaler who are the backbone of manufacturing "The broadcast medium needs to become aggressive in its selling."

Marie Coleman, Donahue & Coe, Inc., New York, makes these sug gestions for buying effective schedules in radio. "One," Marie says "develop schedules with good frequency. Repetition is essential to a successful campaign, so group your buys together as much as possible. Two, whenever feasible, use long schedules. If a schedule



see long schedules. If a schedule is too fragmentary it has practically no impact. With today's severe competition for the listener's attention you need that long hau to make listener-impression. Three make sure that you get adequal rotation on participating programs and that the commercials aren placed on top of each other. Four blace of the properties of the properties and your budget, and make sufficient room for rate increases. First when possible, spread your budget when possible, spread your budget.

out so your schedule isn't entirely limited to prime time. In thi way, you'll get much more mileage for your money. Six, study eac station and program carefully to find the audience you want; don generalize about the audience because of time segments. The righ audience composition is one of the keys to a successful campaign.

# W+ + T+ F

HAS TWICE AS
MANY ADVERTISERS
AS ANY OTHER RADIO
STATION IN BALTIMORE!

### And the reasons are easy to see:

1

W-I-T-H gives you lowest rates and lowest cost per thousand listeners 24 hours a day! 2

W-I-T-H gives you complete coverage where it counts—the compact, rich Baltimore market!

3

W-I-T-H gives you powerful merchandising "pluses" to push your product at point of sale!

### Buy W-I-T-H and you buy Baltimore best!

Tom Tinsley, Pres.
R. C. Embry, Vice Pres.

Natl. Reps.: Select Station Representatives in New York, Philadelphia, Baltimore, Washington Clarke Browne Ca. in Dallas, Houston, Denver, Atlanta, New Orleans McBaven-Quinn in Chicago, Detroit and West Coast

COLONEL FLACK has success written all over him. In just sixty days on the market, Flack syndicated sales zoomed over the \$1 million mark!

Big markets, small markets, all markets have gone Flack-happy. Sponsors? Beers, oils, foods, utilities and banks. Heidelberg Brewing in 10 markets, Pacific Gas & Electric in 8 markets, Standard Oil of Texas in 7 markets, Bell Bakeries in 6 markets, Kroger in 5 markets. Midland Federal Savings & Loan, Colgate-Palmolive, Budweiser, Blue Cross, Progresso Foods. And many others.

Why the excitement? Colonel Flack has everything. Comedy ("the only fresh comedy series in syndication," Variety); famous stars (Alan Mowbray, Frank Jenks); top-notch production (M-G-M's best); pre-sold audiences (millions of Flack readers in the Saturday Evening Post); plaudits ("Good clean fun," John Crosby..."A hit!" The Billboard).

Colonel Flack—39 furiously funny half-hours of him—is at your service. Contact...

"...the best film programs for all stations" CBS FILMS ©

OFFICES IN NEW YORK. CHICAGO, LOS ANGELES, BETROIT. BOSTON. ST. LOUIS.
SAN FRANCISCO, DALLAS. ATLANTA. IN CANADA: S. W. CALDWELL, LTD. TORONTO

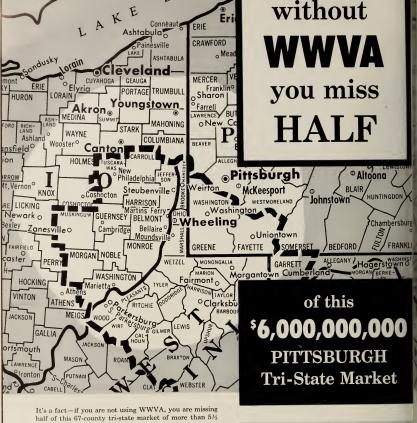
FLACK MAKES FIRST MILLION
FLACK DRAWS BUDWEISER
Old Heidelberg Ho
Bakery Raises Dough With Flack
BLUE CROSS BUYS FLACE
COLGATE

FLACK STRIKES (STANDARD) OIL The Colonel ITIES ON COLONEL FLACK FLACK CORNE

ith Flack

LATHER OVER FLACK

PROGRESSO: FLACK MÒLTO BÉNE



million people, the Heart of Industrial America.

For complete coverage, the answer is the 50,000 Watt Voice of WWVA in Wheeling, which dominates the area. Large numbers of major chain and independent supermarkets credited to Pittsburgh distribution are in the area reached by WWVA at point of sale and outside the effective service area of Pittsburgh media.

So dominant is WWVA that it is first in every time period, from 6 AM to midnight, seven days a week, in the entire 46-county area covered by the latest Pulse (Jan. 1958) as shown by the dotted lines on the map.

See your John Blair man today.

"Famous on the local scene"

Only fulltime CBS Network Station in PITTSBURGH TRI-STATE AREA



WWVA Wheeling

W.IBK Detroit

WIBG Philadelphia Cleveland

Toledo

WAGA Atlanta

WGBS Miami

# Schick's double-impact tv formula



Weekly plans meetings at Lancaster, Pa., include (1 to r) George Simons, B&B v.p. and account supervisor, William Lucas, asst. ad manager, Wm. Orville A. Petty, Schick's executive v.p., Charles R. Whitmer Jr., ad manager, and Phil Bottfield, B&B account executive

- Benton & Bowles develops new media-copy strategy for promoting "cactus" theme in major marketing areas
- ✓ Integration treatments on Phil Silvers Show backed
  up by full one-minute demonstrations on spot schedules

Breaking this fall with a close to 85 million to campaign to promote its unique "cactus-shaving" theme, Schick Power Shave is impressing many veteran admen with its new "doubleimpact" media and copy strategy.

Developed by Benton & Bowles for the pioneer electric shaver firm, the Schick plan calls for complete coordination of network and spot tv advertising along both media and copy lines in 50 major marketing areas. According to industry observers, the Schick campaign provides an almost classic example of how marketing, research, creative and timebuying functions can be organized and integrated in an over-all advertising program.

Agencymen point out that the Schick plan clearly illustrates the dominant role that copy thinking plays in many media decisions, and the importance of full creative flexibility in tv usage.

For an inside, step-by-step story on

how the Schick plan was developed, sponsor this week talked at length with B&B and Schick executives. Here is how the "double-impact" strategy evolved:

1. The Cactus Theme. For more than a year, B&B's motivational research studies had been turning up evidence that nearly every American male considers his beard tough, his skin tender.

"We found," says Phil Bottfeld, Schick account executive, "that closeness of shave and comfort of skin are the two things any man looks for when he's thinking about buying an electric razor,"

The problem, as posed to B&B's copy department, was simple, but tough. How do you demonstrate dramatically the ability of Schick's new Powershave



Schick copy klatch is held by Mike Barnett, copy group head, Ken Williams, tv commercial producer, and Larry Killian tv art director



Schick review huddle by Barnett, Phil Bottfield, Schick account ecutive, and Killian takes place in viewing room of closed circuit students.

to cope with both tough beards and tender skins?

The answer came from Mike Barnett, Powershave copy group head, who one day last spring walked in with a rugged-looking cactus which he proceeded to shave before Bottfeld's astonished gaze. The demonstration worked, and was repeated before a group of equally fascinated Schick executives in Lancaster, Pa, including Kenneth C. Gifford, Schick president and board chairman who works closely with the agency and advertising department.

Barnett's cactus clearly demonstrated close shaves, but it remained for copy-writer Paul Dreiske to come up with the other half of Schick's "double impact" copy story. Originally the cactus demonstration ended with the shaven plant being rubbed across a man's face. When this was rejected as "too gruesome," Dreiske suggested using a kid's balloon to imply sensitive skin. It made the point dramatically, and gave Schick its copy line, "For heards tough as cactus, skin tender as a toy balloon."

2. Tv techniques. The next step facing B&B creative men was to discover how best to shave a cactus on camera. Before proceeding to production of commercials they ran dozens of tests in their own closed circuit stu-

dio, searched for the most photogenic cactus types (see box page 35) checked audience reactions on experimental sequences, discovered among other production angles that needles in clusters of five, spaced about an inch apart, could be seen flying off during a shave, whereas needles from a massive cluster registered as a blur.

Out of this experimental work, B&B drew many important conclusions: among them, the fact that a satisfactory demonstration of cactus and balloon took at least 25 seconds, and that a full-rounded sell for Powershave (including demonstration) needed a one-ninute spot. This meant, of course, that 20s and I.D.s had to be entirely forgotten in media planning.

Film commercials. First cactus-and-balloon commercials for Schiek Powershave were made at MPO and shown on Turning Point, the summer re-run series that replaced Gisele Mc-Kenzie on CBS TV.

With first viewer reactions showing up favorably for the new campaign, Schick and B&B turned to fall marketing and programing plans.

4. Electric shaver marketing.
According to Schick advertising manager, Charles R. Whitmer Jr., there are at least four major marketing considerations which must be taken into ac-

count in planning an electric shaver campaign.

First, despite a tremendous increase in electric shaver sales, it is primarily a big-city item. Second, 60% of electric shavers are sold as gifts (the figure was formerly 80%) so it is also a seasonal item. Third, electric shaver sales to women are building fast, and Schick advertising must reach both male and female audiences. Fourth, demonstration is a key to electric shaver selling, and Schick advertising must demonstrate.

Using these guides, B&B worked out a dou'lle-impact media plan employing strong network, and strong spot tv in major markets beginning in late September, with a peaking emphasis for Christmas business (40% of total).

5. The Phil Silvers Show. "We needed a show that would create an atmosphere of maximum effectiveness for our commercials," says B&B v.p. and account supervisor George Simons, in explaining Schick's buy of alternate sponsorship (with Camels) of the Phil Silvers Show. "It had to have plot or program situations that would not make the pause for the commercial incongruous or irritating."

6. Integrated commercials. Commercials on the *Phil Silvers Show* are fully integrated into the body of the

program. B&B's copy department works directly with Silvers' writers on each show. Complete, filmed commercials tied in with the story line and characters are produced twice a month on a tight four-week schedule from receipt of first rough cut to air date.

Schick's first integrated commercial appeared on the 26 September show. A test by Gallup & Robinson showed it the second highest shaver commercial ever checked by the firm.

7. Copy coordination for net and spot. An important feature of Schick copy planning is that network and tv commercials are planned to work together for a double-impact effect. Spot tv carries the burden of demonstration and explanation of the cactus theme. Network commercials are used to build talk-producing situations, and human interest for the cactus



PICK YOUR CACTUS

B&B tv men find that long-ribbed specimen at left "looks more like a cactus" on camera than commoner round type shown at right. Schick shaves both but uses clongated variety for demonstrations in net and spot tv commercials story. Balance of copy is carefully maintained in all major markets.

8. Schick spot sehedu'es. Last year Schick spent \$200,000 in a spot iv campaign at Christmas time. This year Schick spot activity covers the entire 4th quarter in 50 leading markets, a sharp increase over 1957. Frequency varies by market, and by the number of one-minute availabilities in prime time. Where fringe time must be used. Schick strengthens its schedules.

9. Schick's use of tv. Schick was the first manufacturer of electric shavers, to use tv. Last year Schick spent \$4 million for net and spot, approximately 65% of its total advertising budget. 1938 tv expenditures will hit close to \$5 million. "Tv is the backbone of Schick's advertising program," says Gifford, "because it lends itself to demonstrations so vital to sales."

Preliminary Testing on camera in B&B's experimental to commercial laboratory worked out bugs in cactus shaving technique prior to filming



#### PROS AND CONS OF LIQUOR ADS ON RADIO/TV

#### THE PRO ARGUMENTS ARE:

#### THE CON ARGUMENTS ARE:

| The public is ready to accept lic<br>advertising on radio and televis<br>would make no outery against it | sion, BUT | any liquor adver | against liquor and<br>tising still exists in<br>the United States |
|--|-----------|------------------|---|
|  |           |                  |   |

| There is no assurance that all the stations carrying liquor commercials would demonstrate the same good taste                |
|--|
| Any move to advertise liquor on radio-<br>BUT tv will give temperance groups chance<br>to have all liquor advertising banned |
|  |

| Liquor advertising would open up a<br>new source of revenue for radio and<br>television stations | BUT tising of all alcoholic beverage cluding loss of beer and wine re- | s, in- |
|--|--|--------|
|  |  |        |

| Station owners should not be required to adhere to ban on liquor advertising if programing, audience suitable | вит | The industry has always stood together on the liquor issue. Any schism now could damage the entire industry |
|---|-----|---|
|---|-----|---|

# What's behind the liquor controversy

- After solid opposition to liquor advertising for years, why are some stations thinking of running the risk now?
- Two big reasons: increased station revenue, and the feeling that distillers are getting eager to buy air time
- In only a few weeks, the long-dormant question of liquor advertising on air media has erupted into a 100-proof controversy. Here, in brief, are the recent developments:
- Radio station WOMT, Manitowoc, Wis., announced "all alcoholic beverage advertising accepted" in its new rate card (see cut, page 38).
- Radio station WCRB, Waltham, Mass., disclosed that it has actually been running liquor commercials.
- Some station owners began considering seriously the abandonment of their self-imposed ban against accepting liquor advertising.
- NAB president Harold Fellows, fighting hard to maintain the ban, used firm words to describe any station owner who accepts liquor advertising. As a result, WOMT quit NAB.
- The Distilled Spirits Institute reaffirmed its self-imposed ban against any member's use of radio or tv.

- Distillers, while interested in a chance at air media, nevertheless approached the question with caution and with reservations.
- Temperance and church groups welcomed the news as a propaganda advantage in their unending effort to have Congress ban all liquor ads.

By last week, the debate had boiled down to one question: will stations run the serious risks involved—the major one being a possible law against all liquor advertising and therefore loss of beer and wine revenue—for a chance at the increased revenue which liquor advertising offers. An extensive sroxson survey of stations and reps in both New York and Chicago has turned up these findings: While many stations are hesitant to take the risk, others are at least leaning toward accepting liquor.

#### 1. Stations' Attitude

At the recent NAB Regional Conference in Washington, D. C., broad-casters talked a good deal about the matter. Aside from the revenue potential from liquor, there was strong sentiment that stations should be as free as newspapers on all counts. This means not only the right to editorialize, but the right to accept or reject, on an individual basis, any advertisers the station wishes.

However, more than a few station operators pointed out the dangers involved: possible public opposition, the great risk of legislation, and the obligation—because of air media's tremendous impact—to guard with care what products are advertised on radio and tv.

Too, stations are aware of the competitive problems which accepting liquor advertising would create. One station owner put it this way: "Many advertisers and agencies think that radio and tv don't advertise liquor because it would turn us into a nation of boozers overnight. It's okay for liquor to use print, because print doesn't have air media's impact. Once we start advertising liquor, we lose that psychological advantage; we would become just another medium' like print."

At the same time, any movement to bring the liquor industry either via distiller or store into the air media could stir up a hornet's nest with print. The magazines and newspapers certainly don't want to risk any legislation benning all liquor advertising.

On the other hand, both of the radio stations directly involved in the controversy have persuasive arguments on their side. The primary one is that the public (except for the persistent drys) so far has not reacted negatively to either the actual liquor commercials or plans to run them.

Theodore Jones, president and general manager of WCRB. claims his station's Nuyens commercials have brought "no negative reaction of any kind." In fact, Jones says the head of a local church group congratulated WCRB on its rules for liquor advertising: no commercials before 10 p.m.; copy must be approved by the station; and sponsors must buy programs, not spots.

Jones feels that both his programing (classical music) and his audience (adult) are ideally suited for liquor advertising; he concedes that for other

#### **EDITORIAL**

#### WHY TABOOS EXIST ON THE AIR

There is nothing in governmental licensing or regulatory machinery that prohibits the advertising of hard liquor on the air. Nor is there anything that prohibits the advertising of a number of medicinals, personal items, "men in white" who simulate M.D.'s, and many other products and practices acceptable by other media but taboo on the air.

That such taboos exist is self regulation in action—regulation by the broadcast industry itself in the form of the NAB Radio Standards of Practice, directed by v.p. John Meagher, and the NAB TV Code, directed by Edward H. Bronson.

Recently we had occasion to watch self-regulation at work. Friendly, tough-fibered, Harold E. Fellows, president of NAB since 1951, had caught wind of feelers by two radio stations to broadcast hard liquor commercials. He promptly lashed out with a release which said, "In this free nation the radio and tv broadcasters have voluntarily elected not to accept hard liquor advertising. Broadcasters decided long ago that the public interest is best served by not broadcasting hard liquor commercials. As far as I know there are no hard liquor commercials on the air at this time and it would be regrettable if there ever were."

The broadcasting advertising industry has learned that it can count on Hal Fellows and his associates to vigorously resist products and practices not in tune with the prestige of the air media.

Advertisers thus gain another big plus via their tv/radio advertising—appreciation of millions of viewers and listeners for the safeguards that an alert broadcast advertising industry guarantees.

Admittedly, the temptation to stray from the paths of prestige and self-discipline are great—both on the part of a few stations (who find it hard to resist such easy money) and on the part of a few distillers (who see and answer to their competitive problems in the potency of the air media).

For our part, we suggest it isn't worth the hangover. (Reprinted from SPONSOR, 1 November.) stations, with other programing and audiences, liquor could be entirely wrong.

He also emphasizes that he will not resign from NAB or its Good Practices Code, and insists that NAB president Fellows is doing "a great job" for the industry. But. he adds. "Fellows and 1 simply disagree on this one point." Jones reports inquiries from at least three other distillers besides Nuyens, two in Massachusetts and one in Pennsylvania. He expects to take on a second liquor sponsor, but cautions that "We won't crowd the schedule with too many liquor advertisers."

Francis Kadow, president of WOMT, is much more emphatic than Jones. Kadow, who quit NAB after a verbal battle with Fellows, told spoxson that when the Saturday Evening Post an uounced it was accepting liquor advertising, he saw no reason why his radio station shouldn't do the same. He claims that several radio stations "in this area" are running local liquor in this area" are running local liquor.



## ALL ALCOHOLIC BEYERAGE ADVERTISMG ACCEPTED.

Five words on WOMT's rate card started it

store advertising, and even one television station—a member of NAB was also advertising liquor.

The real question, Kadow insists, is not one of morals or moderation but solely one of good taste. "I've heard radio stations broadcast a Sunday church sermon, and follow it with a spot for a local tavern. We'd never do that on WOMT. We will handle liquor commercials, when we get them, with the same good taste we handle all our commercials."

Kadow admits he was frankly surprised at the lack of local objection when he announced plans to carry liqnor commercials. "To date, we've received a total of 60 letters—only three of them from Wisconsin, and only one from Manitowoc." Most of them were from other stations, asking for information about Kadow's plans and anticipated problems.

Why haven't distillers jumped at the chance to buy air time on WOMT? Kadow thinks "They're not ready for us." But he adds that before long, liquor advertisers will be in radio and even television "in a big way."

Ironically, both Jones and Kadowalong with many other stations—point to the Saturday Evening Post as evidence that the public is ready to accept liquor ads. This fall, aftere 230 dry years, Saturday Evening Post announced it would accept liquor advertising. While Curtis Publishing had girded itself for a barrage of adverse reaction, there was virtually none. The Post received a handful of canceled subscriptions, and little more.

Most of the rep firms surveyed by srossor are taking a "go slow" attitude toward any stand on the liquor question, but almost all admit privately they believe widespread liquor advertising on radio—and maybe eventually television—is just a matter of

One of the bigger rep firms held a policy meeting only last week, and out of it came two decisions: 1) It would survey its stations to determine their attitude, but 2) it would not take a public stand on the issue. Privately, though, the advice to any of its stations who ask will be to go ahead and take the liquor advertising.

#### II. Agencies' Reaction

While broadcasters continued to fret over the question of whether or not to take the fitth, both Madison and Michigan Avenues were simply watching and waiting. Almost all the agencymen surveyed by spoxsor made these two points: 1) liquor advertising on the air media is sure to come, and 2) don't quote me on the subject.

Account executives on the major (Please turn to page 56)



#### PARTI-DAY RESULTS

300 stores now stocking, as compared to 75, when tv schedule started. Red Owl, biggest 
chain in area now carrying, as 
a result of tv pressure. First 
wholesale sales figures to be 
published in next sponsor issue.

Coast of Service
This is a find manage value in the defended state to the control of the control

SYMBOLS
DL = Dar Lenter
NL = Naght Lenter
1201
LT = International
LT = International
a STANDARD TIME at point of destination

19.8 OCT 30 PM 6 07

MB617 M GUA327 NL PD=GREEN B'Y WIS 30=

SPONSOR MAGAZINE=

40 EAST 49 ST NYK=

SINCE START OF DAY TV CAMPAIGN THIS AREA PARTI-DAY
DISTRIBUTION HAS INCREASED FROM 5 TO 20 PERCENT OF
RETAIL STORES IN COVERAGE AREA AT END OF SECOND WEEK=

BOB PARKER MARKETING MGR WBAY TV=

THE COMPANY WILL APPENDIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

Test in a nutshell: Product: Parti-Day Topping; Test area, 80 mile zone around Green Bay, Wisc.; Media daytime tv only; Budget; \$9,980. Duration: 26 weeks. Schedule: 10 minute spots weekly Yardstick's sales.



Jingle conning: L to r WRCA's Ed Herlihy, R. Heatherton, Carolina's J. Bergman, D&C's A. B. Churchill, B. Schneider, buyer M. Coleman

## Single jingle builds 10-year success

- Carolina Rice proves that one, soft-selling radio commercial can ring up \$15 million in hard, cold cash
- Now the company will adapt jingle, use new media strategy to reach expanding retailer, consumer markets

Ten years with a single piece of copy has kept Carolina Rice in No. 1 position as a distributor of packaged rice in New York.

The single piece of copy is a jingle, recorded by Arthur Godfrey's Janette Davis in a sexy southern drawl. At the time it was recorded Carolina was trying to retain the housewife's war-time acceptance of long-grain rice, particularly Carolina.

To back up a print campaign, something more effective was needed than the e.t. then in use. Donahue & Coe designed a jingle that would appeal to specific groups:

- The housewife, whom a print campaign cannot reach consistently in the morning and mid-afternoon.
- The Negro population, to evoke nostalgia with the jingle's southern flavor.
- Spanish speaking population, heavy rice consumers, to woo them

from their preference for rice in bulk.

• Kids, to get the added exposure of a jingle they would pick up.

 Retailer, to give him a conversation hook.

Negro and general appeal stations were used. The jingle's immediate success led to a 15% increase in the radio budget, which took its biggest jump (to 875,000 per cycle) when other packaged rices were introduced. By 1951, Carolina sales were over \$21 million dollars—\$3 million up from 1948. Print had all but disappeared in the New York market.

Once the jingle was firmly established, Carolina was able to sell its twopound packages in volume, and four years ago consumer and wholesaler demand enabled it to begin volume selling of three-pound packages.

With distribution in Spanish grocery stores established through general appeal radio, Carolina turned two years ago to using Spanish appeal stations, running the jingle untranslated.

The company's senior v.p., James Bergman, Jr., credits the radio success with enabling Carolina to expand into other markets. Distribution began in Philadelphia four years ago, in New England two years ago.

Feeling the jingle had reached the "tiresome saturation point," in Bergman's words, agency and client decided not to scrap it, but to vary it.

Two variations were worked out: a musical version includes scraps of classical (for the housewife), Dixieland (for the Negro), and cha-cha (for Spanish). A talking variation consists of copy points from the jingle spoken by imitations of Stewart, Boyer, Grant. Prime target this variation: the young housewife who is more under the sway of newer, competive brands. A Spanish version was also produced.

They form part of the winter spot campaign which began 22 September; 60 spots per week on Negro appeal stations, 49 on general appeal, 32 on Spanish-speaking stations.

But even with these variations, the original jingle still gets equal play. After boosting sales from \$17 to \$32 million in 10 years, nothing appears finer than Carolina's jingle for selling rice.



## New York to

The intense young man on the phone at the left is Bill Brazzil, v.p. in charge of sales at Miami tv station WTVJ. Last week, like scores of his colleagues and competitors, he came to New York to be sure he was getting his share of this year's big spot tv pot.

A Visiting Fireman's life in Manhattan is a veritable endurance contest. Armed with phone, a briefcase full of statistics, some helpers from his representative firm, a pleasant voice, and a sturdy pair of legs, he performs his mission of persuasion from dawn to dark with barely a minute's respite.

Is it worth the effort?

Station men, representatives, timebuyers, and clients emphatically say



1. Breakfast chore at 8:30 consists of discussing new promotional plan PGW has worked out for its stations. Here PGW's publicity aide, Bob Bloch (1), gets Bill's reactions



2. Morning quiz at PGW sales meeting gives Bill chance to expound latest Fla. market data. A flash call from Benton & Bowles abruptly takes Bill from skull session



3. Rush to B&B with P&W assistant sales mgr. Chuck Kinney. Flash problems are not unusual, says Bill. His personal presence helps settle them instantly, creates goodwill



7. Table hopping at RTES lunch is expedited by Bill's host Bob Teter, PGW radio v.p. Here Bob guides him to old friends Sy Frolick and Jim Kelly of Fletcher D. Richards



**8.** Welcome switch comes at 2 p.m. Bill visits Ed Bunker, new CBS network sales v.p., who sells him on new promo. They reminisce on Ed's days as affiliate relations v.p.



**9.** Meeting mediaman Dan Charnas, director at P. G. Lorillard, at 3 p.m. gives Bill chance to add to his acquaintances. PGW's Otis Williams (in back) joins session

## he hectic day of a visiting fireman

yes. For as the growth of spot makes knowledge of specific markets more and more indispensable to advertisers, the visits of station men to New York are taking on increasing importance.

The reasoning is that the station man is a personal source of information and education to anyone concerned with spot buys. So station representatives are refining the art of making the most out of these pilgrimages to Madison Avenue.

Peters, Griffin & Woodward, Inc. sees another value in a trip such as Bill Brazzil's, PGW president H. Preston Peters puts it this way: "The Firemen's pitch to an advertiser, in the presence of his salesman, makes the salesman more enthusiastic, more knowledgeable about the station and the market."

How many visiting firemen does PGW accommodate each year? The firm estimates that each one of the firm's more than 60 stations sends a man sometime during the year—most more than once.

Brazzil makes four trips a year and assigns another six to his sales manager Ken Bagwell. Last week was Bill's turn and with him came a new station presentation based on results of NCS #3. The idea was to break it in on Madison Avenue.

On Wednesday of last week sponsor followed Bill through his grind. Problems were the order of his day. Merely keeping on schedule was one. Finding time to make phone calls, keeping in touch with his station, delivering requests for information on time: these were constant worries. On top of that was the problem of coping with his new presentation—sometimes to people he'd never met before.

That's why Bill gets plenty of sleep while in New York. He arrives on Sunday to start Monday fresh; similarly, he gets back to Miami in time to rest the following weekend, nurse the cold he invariably catches in Manhattan.

Wednesday mid-spot of his trip was hectic, full of the pleasant—and the unexpected.



**4.** Putting out fire at B&B, Bill and Chuck give answers to Post Cereals timebuyer Dick Gershon (left). A 10:30 appointment at McCann-Erickson, downtown, comes next



**5.** Pleasant interlude occurs at Mc-E when Bill runs into v.p. Tom McAvity, "Always take time out for friends," says Bill as he and PGW's Ed Coughlin do just that



**6.** Timebuyer's crisis looms at next stop. Kenyon & Eckhardt's Lou Kennedy (1), Brylcreem buyer, is interrupted. Bill and PGW's Jack Wright have to sell in snatches



10. Home at last in PGW office, Bill makes final checkup on sales presentation with PGW president Pete Peters (center) and exec. v.p. Woody Woodward. It's now 4:30



11. End of day: Bill views P&G sales pitch with B&B media men. At 6 he relaxes at Forum of 12 Caesars with PGW's George Kupper (1) and Mr. and Mrs. George McGov



# Return of the prodigal adman: OBM'

- After five years of "retirement," a colorful television and radio man is back on an agency's payroll again
- Ogilvy, Benson & Mather, in a continuing drive to strengthen its air media department, hires its consultant



Ev Meade, in his office at OBM, looks back with humor upon a long career in broadcast advertising spiced with friendship of such figures as Pat Weaver and George Washington Hill

After five years of free-lancing, Everard W. Meade is back on a regular payroll again. His new job: vice president in charge of tv and radio commercials development at Ogilvy, Benson & Mather, Inc.

For Ogilvy, Benson & Mather, the acquisition of Ev Meade is part of an emerging pattern in this agency long-identified with print media—a strengthening of its air media creative cell.

For Meade the move is part of a pattern too, the pattern of the unexpected. Or as lanky, roguish 47-yearold Meade puts it, "Few of the things I set out to do ever work out according to plan, but then I'm always being pleasantly surprised by the things that happen which I never counted on." It is a pretty accurate summing up. In the early years of the Depression, he left his native Virginia and came to New York to become a book publisher only to wind up as office boy in an ad agency. He moved into radio and emerged a television pioneer. Five years ago, he "retired" to Virginia to write and to teach; he left one anchor in Madison Avenue—television consultine—and it has drawn him back.

In June, Meade began working as a consultant for OBM on tv and radio commercials. The transition from consultant to full-fledged employee came about on 7 October. "I am somewhere in orbit between Jud Irish and Hank Booraem," is the way Meade explains his new role in the agency. Judson H. Irish is senior vice president and copy chief; Hendrik Booraem, Jr., is vice president and broadcast director.

"One of the things that interests me most about OBM," says Meade, "is that most of the copywriters who turn out those marvelous print ads are the same ones who do an equally great job on the ty and radio commercials."

The effectiveness of the OBM copy approach is apparent. Through most of its advertising campaigns runs a strong thread of identity that ties the product to something memorable or even downright unforgettable. Examples of this are the man in the eyepatch who has become synonymous with Hathaway shirts, bearded and British-speaking Commander Whitehead on behalf of Schweppes tonics, the rustic character created by Parker Fennelly in Pepperidge Farm bread commercials, the amusing Albert Dimes who is a professional tea taster in Tetley commercials. Still another in the OBM gallery of memorable personalities is the exotically-accented voice of the Helena Rubinstein tv commercials which proclaims that here is a world-famed beauty authority talking about her own products.

OBM commercials and ads collect their share of awards. For the third straight year, Pepperidge and Tetley radio commercials have been named among the best in the nationwide poll conducted by John Blair Co. A Schweppes tv commercial has garnered an RTES award, a Diamond Crystal Salt radio announcement received one from RAB. On the print side, the Commonwealth of Puerto Rico ads received this year's Saturday Review of Literature award for "the most distinguished advertising in the public interest."

There is almost an obsession with creativity at OBM, and it starts with David Ogilvy, the president, who is in on every commercial or ad personally.

## **Ev Meade**

Indeed no one is left out of the creative circle at OBM. Advertising is advertising, and there is no fine line drawn between whether it is for broadcast or print. For example, Vice President Bud Smith and his art department are brought into the creation of a tv commercial just as much as into a magazine advertisement. The addition of Ev Meade to this circle represents a still harder weld of copy. art and broadcast ad production. It also demonstrates the growing emphasis within the agency on air media, a fact well-supported by its growth in billings over the last few years and the proportioning of its budgets into tv and radio. OBM now bills in the neighborhood of \$19 million with, according to SPONSOR's estimate, around 50% in the air media. The hiring of Ev Meade should only improve this picture.

No matter how many times fate twists the road in Meade's life, one thing is certain: all roads lead back to broadcast advertising. In 1933, fresh out of the University of Virginia, Meade struck out with wide-eyed optimism for New York City to set afire the book publishing world. "My idea of the publishing business," he admits, "was a sort of Eldorado where bright young men like myself could clean up a fortune by the simple means of keeping some Thomas Wolfe type locked in an attic turning out manuscripts."

The Manhattan publishers, however, had not heard of Meade's coming so there were no red carpets rolled out. The best Meade could manage was the job of office boy at Benton & Bowles. "Until then," he says, "I hadn't known there were such things as ad agencies."

He caught on fast, however, and moved to the B&B publicity department to write press releases under the watchful eye of a tough, "Front Page" type journalist, the late Tom Rovere. At that time when the ad agencies were in the saddle on radio show production, one of B&B's "hot" properties was comedian Fred Allen. Each week, for B&B, the versatile Allen turned out a column of funnies for release to the press. After awhile, however, Allen tired of this publicity stint and decided to drop the column.

Meade, already a worshipper of the



In the beginning: An OBM creative session plans a new Dove commercial for Lever Bros. Rollin C. Smith, senior v.p. in charge of art, sketches on blackboard. Discussing his idea (1 to r): James R. Heekin, v.p. and account supervisor; David Ogilvy, OBM president; Ev Meade, who came as a consultant and stayed on as v.p. in charge of commercials development

great humorist, went to Rovere and volunteered to continue Allen's column. Rebuffed on this initial proposal, he turned out half a dozen sample columns and came back. Both Allen and Rovere agreed they weren't bad, and Meade got the job. So impressed, in fact, was Allen that when he moved to Y&R, he took Meade with him, and such a baby-faced youngster was Meade at the time that Allen customarily addressed him as "Master Meade."

The move to Y&R was the beginning of a long, rewarding association between that agency and Meade. Although it was interrupted from time to time, he kept returning like a homing pigeon. After producing the Barns and Allen Show for Y&R, he moved to Ruthrauff & Ryan to produce for Lever Bros. such radio shows as Milton Berle, Al Jolson and Lanny Ross.

During this period Meade became

friends with another figure who was to write his name large across the pages of broadcast advertising history—Pat Weaver. Pat was advertising manager of American Tobacco Co., and in June 1910, he hired Meade on the Hit Parade Show.

"George Washington Hill hired Pat," Meade says, "to step up the creative end of American Tobacco, and I suspect Pat hired me because he was lonesome." (Much later, Meade was to help Pat set up NBC Radio's Monitor),

Probably no one on Madison Avenue has ever attained such stature of a controversial figure as was managed by the late George Washington Hill. In legend, he is still the all-time despot. Perhaps it was Meade's innate sense of humor that made their association a great one from the start. "I can honestly say I never had 10 minutes of trouble with Hill," Meade recalls. "I loved the guy." The feeling must have

Rehearsal: Hank Booraem (1), v.p. and broadcast director, and Meade do some trying-out for size with a blow-up of an Helena Rubinstein ad to see how it should come out on tv sets in viewers' living rooms. In both commercials and print ads, OBM always aims at distinctiveness and strong identity; some notable examples: Schweppes, Pepperidge and Teller Tea



been mutual. Meade was made assistant to Hill. and when, after World War II service with the Navy in the Pacific, Meade returned to American Tobacco, Hill greeted him in his usual dramatic fashion. He thrust a Lucky Strike into Meade's mouth and said, "Try this." Meade, who hadn't smoked at all during the war, coughed discreetly after the first drag. "Now try this." Hill said, taking away the Lucky and replacing it with a British cigarette. Meade coughed harder, proving the point of Hill's histrionic demonstration of an idea: that England had probably acquired a taste for American G.I.'s cigarettes. Meade was assigned to go there and explore the possibility of marketing such a product through an American Tobacco subsidiary over there. He went. But in September of '46, Hill died, and the plan was dropped.

Meade returned to Y&R, which, with the coming of tv, became a stronghold of pioneering creativity. Pat Weaver now was there; so was Rod Erickson.

Those were the days of live production and all its problems were, according to Meade, "vast but interesting." He recalls the time a Goodyear tire destined for detonation by a dynamite cap in a commercial demonstration exploded prematurely just before it was slated to go on the air.

A Packard commercial that called for a large number of stagehands presented a sticky problem since no macter where the cameras panned they would somewhere pick up a surprised

Storyboard confab: Judson H. Irish, senior v.p. and copy chief (right), discusses a tv storyboard with Meade. OBM is strengthening and building broadcast media department



stagehand. The gang at Y&R finally licked it by dressing the hands in coveralls with "Packard" across the back; thus they were free to roam about the set at will, so long as they didn't look furtise.

Meade remained at Y&R on tv show production until 1953, when he startled his friends with the announcement that he was retiring from Madison Avenue to settle down in his native state of Virginia and write television plays. With his wife, Virginia, and their daughter he returned to the "auld sod" of Charlottesville, site of the University of Virginia, where they bought an acreage. His wife designed the home. For Meade, she had a separate studio built back among the pines. "My wife writes too," Meade says, "but she can do it standing up in a supermarket. I needed complete silence." He proceeded to turn out and sell scripts for such tv shows as Studio One, The Web and Justice; he also sold fiction to The Ladies Home Journal and Collier's. He regarded his success, however, as only moderate. "It's one thing, as an agency ty producer, to tell a writer to patch up his third act-but it's something very different when you become the writer and are faced with turning out all three acts from scratch. Besides, I found that most of my time was spent waiting for the mailman."

Actually, Meade never quite made a clean break from advertising. He continued to serve Y&R as a tv consultant and it was at this time that he first became absorbed in air media commercials. In 1955, he joined the faculty of the University of Virginia to teach advertising in its school of business two days a week. (He still continues to teach and to live in Virginia, flying down for three days each week and then training back to New York). It was at the university that Meade became more and more aware of the Ogilvy, Benson & Mather agency. "I used to be surprised at how many of their print ads were brought in by my students to critique sessions." Now that he has joined the agency, he feels he is leading two lives-one in the hustle-bustle of Manhattan, the other in the quiet of a college town. "And they're both equally satisfying," he adds.

The free-lance writing has all but ground to a halt, however; Mrs. Meade has dispossessed him from his little pine woods studio and rented it to another professor at the university.

# Syndicator

- Action adventure formulas face "diversification" test
- Ziv, CBS Films in contest of old vs. new sales tactics

with 1959 hooming as syndication's first \$100 million year, an all-out programing battle for status and supremacy is expected to take place between the major producer-distributors. The No. 1 and 2 syndicators, Ziv and CBS Films, together account for almost one-third of syndication's volume, a share that's almost as large as the next five or six companies combined.

There's this sharp difference of program tactics between Ziv and CBS Films in the area of first-run syndication: Ziv pioneered and perfected the widely imitated action-adventure formula, and is standing pat on know-how that dates back to radio days. CBS Films, on the other hand, is spearheading its attack with a diversification formula that's largely designed to develop new advertisers for the syndication fold.

Behind this fight arise these important all-industry questions: What's ahead for 1959 in syndication programing? What's expected to be syndication's role for national advertis-

Spearheading "diversification" approach for syndication are shows like Silent Saber, an authentic drama of the American Revolution



# ew programing for '59

ers? How will the ad pie be cut among network, syndication and spot? And where will syndication try to pry loose new types of sponsor money?

It's already clear there'll be two major programing trends in 1959:

 Variations on the action-adventure formula, hoping to click with fast, contemporary, outdoor stories—plus a gimmick or twist to identify the show from the others.

 Probes into American history and reviving comedy, drama, documentary and other types.

Some of the new entries in the action-adventure camp are Flight, Rescue 8, Stakeout, U. S. Border Patrol and U. S. Marshall. They're striving to follow in the footsteps of a host of proven outdoor formulas, all in second year production or beyond. Namely—on land: Highway Patrol and State Trooper on the road and 26 Men on horseback; at sea: Silent Service and Sea Hunt, one in a submarine, the other in skin diving regalia; and in the air, Whirly birds, with benefit of helicopter.

There are many reasons for the successful place of action-adventure shows in syndication—the demand by regional beer, food, gasoline and cigarette sponsors; their rating performance, averaging in the 20-25 point range and comparing well with network; and their ability to attract a male as well as a female audience.

First comedy produced for syndication in years is CBS Films' Colonel Flack, selling four out of five markets directly to sponsors



While it's impossible to draw accurate party lines for each of the syndicators, some action-adventure tendencies are already evident. Ziv will probably bring out four or five new shows -or extra years of production on current shows. Screen Gems, with a brand new programing department set up specifically to create syndication properties, will have three shows in the outdoor tradition. Rescue 8 is already out. Stakeout will be available shortly and a third show will be added next year. ABC and CNP, while not yet revealing 1959 programing plans, probably would stay with action-adventure for any show they decided to bring out.

Leading the "diversification" camp is CBS Films, with an impressive roster of plans for dramatic, historical and documentary programs totally unlike what's now generally for sale on the syndication market. In addition to the recently introduced Colonel Flack, syndication's first comedy in several seasons, and Rendezvous-a \$40,000 a week dramatic collection with stars Bert Lahr, Keenan Wynn, Arthur Kennedy, Nancy Walker, and David Wayne and writers John Hersev, Reginald Rose, Dylan Thomas, John Cheever, Ludwig Bemelmans, Stephen Vincent Benet, Shirley Jackson and Ray Bradbury-the following are on CBS Films' drawing boards: Silent Saber, tv's first Revolutionary War drama, The Diplomat with Clare Booth Luce, The Man Nobody Knows with Lon Chaney, The Criminologist, Sir Francis Drake, Dragon Flag and Collector's Item.

There's a far-reaching sales philosophy behind this diversification move. CBS Films is out to get the money the other syndicators seemed to have overlooked. A year ago they lured Nationwide into the first regional buy of national scope by an insurance company; recently, Amoco dropped its network programing and became a syndication partisan with their 59-market pact for U. S. Border Patrol.

A two-pronged special sales drive is under way at CBS Films. The targets are institutional advertisers and growth industries who may never have used television before in any form. One group includes the insurance com-



Carrying ahead syndication's basic tradition of action-adventure shows are Silent Service (above), 26 Men and other well established properties. Each adds new variations to the Ziv-originated formula of the fast, tangible outdoor story, often in up-to-date setting



panies, utilities and others; the other, new companies on the national scene including home building, supply and maintenance outfits like Congoleum-Nairn and Johns-Manville.

Although some syndicators anticipate the problems of selling shows, CBS Films is acting from this different point of view: that it's the large scale advertiser not able to find the right show who has the problem.

The biggest syndication news of recent weeks—ITC's merger of TPA and the Associated Television—is still more of a financial expansion than a programing investment. Even the most knowledgeable of trade insiders are still puzzled about what kind of new programing, if any, ITC will offer.

So far, ITC's activities have been largely in the area of acquiring network properties, but the programing weight of this new combine is expected to be eventually felt in syndication.

The newly formed Gross-Krasne-Sillerman company (GKS) has started on an ambitious production schedule for syndication sale or possible network slotting, with two drama entries, Fate,

#### WHAT YOU'LL SEE ON FILM

Shows now on sale

Typical regional clients (and number of markets)

ABC Films

26 Men

Hood Dairies (9)

CBS Films

Whirlybirds, 3rd year Colonel Flack U, S, Border Patrol Rendezvous Conoco (58)
Pacific Gas & Electric (9)
Amoco (59)
Rheingold (3)

CNP (NBC)

Silent Service, 2nd year Flight Union Pacific Schaeffer (4) Schlitz (20) Lee Optical (15)

ITC (includes TPA)

N. Y. Confidential

D X Sunray (40)

MCA-TV, Ltd.

State Trooper, 2nd year Mike Hammer, 2nd year

Falstaff (66)

NTA

U. S. Marshall

Budweiser (75)

Screen Gems

Ziv

Rescue 8

Alka-Seltzer (9)

Highway Patrol, 4th year Sea Hunt, 2nd year Target

Dial 999 Mackenzic's Raiders Bold Venture Ballantine (36) Standard Oil of Calif. (26) Olympia (35) Pillsbury (30) Brown & Williamson (19)

**UPCOMING SYNDICATION SHOWS ANNOUNCED** 

**CBS Films** 

ITC

Silent Saber Diplomat, with Clare Booth Luce The Man Nobody Knows The Criminologist Sir Francis Drake, children's adv.

Sir Francis Drake, children's ac Dragon Flag, set in Hong Kong Collector's Item

GKS (Gross-Krasne-Sillerman)
Fate, dramatic anthology
Glencannon, with Thomas Mitchell

Glencannon, with Thomas Mitchell Flying Doctor—Richard Denning Trader Horn Sea Hawk Tom Swift Four Just Men, drama

1317

Mantovani, new music series Third Man, based on feature film William Tell Walter Winchell File (new)

George Jessel show

Screen Gems

Stakeout, from Fla. Sheriff's Bur. One other program an anthology, and Glencannon, with Thomas Mitchell, plus three actionadventure shows. Flying Doctor, Trader Horn and Sea Hawk.

NTA is considering a variety of new program possibilities: Mantovani, new production of Walter Winchell File and William Tell, as a strong merchandising and licensing entry. Others might be a George Jessel series and a show based on The Third Man, but the latter is now amidst contractual obstacles involving James Mason.

MCA, whose *Mike Hammer* series will go into second year production, does not have plans for other new entries at the moment.

United Artists TV has five programs scheduled for production that might by-pass network and find their way into syndication: The Vikings, Hudson Bay, International Airport, Trouble-shooters and the Dennis O'Keefe show. MGM, too, may jump into syndication next year.

Telestar will dig into radio for Counterspy as a new syndication property.

A programing-sales move of major import is Guild's organization of Syndi-Tape, a sales staff handling only tape programs. At first this unit will focus on programs produced by local stations, such as KTTC's (Los Angeles) Divorce Court.

There are a half-dozen or more other tape series, locally produced by stations, now being offered to agencies and station buyers. At the moment, tape seems to have its biggest potential in programing as a spot carrier. There are something on the order of 40-odd tape machines now in operation in some 25 markets.

Against the arguments of "Why spend more than 13 weeks at once?" of spot announcements, syndication has been arguing for the validity of its program identification and impact. And against network, syndication finds itself arguing its superior flexibility in scheduling of commercials. In other words, syndication salesmen use network arguments against spot and spot arguments against network. While this middle ground was confusing to agency men for a long time, the place of syndication is now becoming clearer. Its estimated volume of \$90 million this year, expected to reach \$100 million stature in 1959, brings along with it wider and wider use by agencies and clients, and clarifies its growing role among air media methods.

## **Highlights on six rating services**

- ▼ SPONSOR series on the audience measurement firms
  finds they are all in the throes of expanding data offered.
- ✓ Key trends include instant video ratings, increased coverage of local markets and four-week rating reports

The periodic hue and cry about the uses and misuses of ratings has been no barrier to the steady growth in the volume of audience data being offered (and consumed).

Not only the quantity but the quality of tv/radio information has been increasing.

This is apparent from sponson's series on the half-dozen services which regularly supply the buyer and seller of air time with broadcast data and

allied information. (For dates of the stories run, see page 76.)

Every one of the six services has expanded recently or will be expanding shortly in one area or another. The most important developments are these:

 What will probably be the most nerve-wrecking of all rating methods instantaneous tv audience measurement by wire—has finally arrived after years of experimentation and development.

ARB's Arbitron is operating on a seven-city basis for network popularity ratings and in New York as well. A local Arbitron service in Chicago will be ready to roll by the end of November and Los Angeles will be added to the roster by the first of the year. Meanwhile, Nielsen has entered the lists after a dozen years of electronic testing, announcing an Instantaneous Audimeter service for New York, probably by winter. A network service and additional local reports is expected to be announced early next year.

 The hassle about stations jazzing up promotions and programing during rating week is on the verge of becoming history. Beginning this month, ARB will supply four-week rating averages in additional tv markets. About

(Please turn to page 76)

| Name of service | Medium<br>measured | Method used                           | New developments  |
|-----------------|--------------------|---------------------------------------|---|
| ARB             | Tv                 | Diary and<br>meters                   | Arbitron (instantaneous ratings) 7-city network<br>and New York local service now available; Chi<br>cago, Los Angeles to be added soon. New 1- week<br>4-week reports eventually offered in 100 markets |
| Hooper          | Radio              | Phone and personal coincidental       | New markets to be added in next 12 months wil<br>total 25. Market research is being expanded<br>More qualitative research will be available, includ<br>ing detailed age breakdowns, out-of-home date    |
| Nielsen         | Tv and<br>radio    | Meters plus<br>controlled diary       | Instantaneous audience service to be available<br>in New York this winter, network and other loca<br>service later next year. Nielsen Station Indes<br>expanding to 75 markets by spring, 100 next fal  |
| Pulse           | Tv and radio       | Personal interview<br>(roster recall) | About 140 tv and radio markets will have 4-week<br>reports by 1 January. Qualitative data on pro<br>duct usage, consumer spending, etc., now in wel<br>reports, will also be available in local report  |
| Trendex         | Tv                 | Phone coincidental                    | New Tv City Reports will appear in 50 markets<br>with expansion beginning this month. The new<br>reports will include brand share index figure:   |
| Videodex        | Tv                 | Panel diary                           | There have been 20 new markets added recently   |



# SPOT BUYS

#### TV BUYS

Eversharp Pen Co., Div. of Parker Pen Co., Arlington Heights, III, is going into top markets throughout the country to promote its pens during the Christmas season. The campaign starts late this month. Minutes and I.D.'s during nighttime slots are being purchased; frequency varies from market to market. The buyer is Al Hornell; the agency is Benton & Bowles. Inc., New York.

General Foods Corps., Maxwell House Div., Hoboken, N. J., is kicking off a campaign in scattered markets for its Instant Maxwell House Coffee. The schedules start this month, run for six to eight weeks, depending upon the market. Minutes and chainbreaks during nighttime segments are being slotted. Frequencies vary with the market. The buyer is Grace Porterfield; the agency is Benton & Bowles. Inc., New York.

Colgate-Palmolive Co., New York, is scheduling announcements throughout the country for its Palmolive Shaving Cream. Minute adjacenies to network football telecasts are being used; the schedules run through the football season. The buyer is Eileen Greer; the agency is Ted Bates & Co., Inc., New York.

National Biscuit Co., New York, is conducting holiday campaigns in top markets to promote the use of its Dromedary dates in home bakings. Starting this month, the schedules run for six weeks. Minutes during both daytime and nighttime periods are being aired. Frequency depends upon the market. The buyer is Bob Gruskay; the agency is Ted Bates & Co., Inc., New York.

#### **RADIO BUYS**

Scott Paper Co., Chester, Pa., is lining up schedules across the country for a short-term campaign for its Scotkins paper napkins. The schedules start 19 November; chainbreaks and I.D's during daytime slots are being used. Frequency varies from market to market. The buyer is Marie Barbato; the agency is J. Walter Thompson Co., Yew York.

Milton Bradley Co., Springfield, Mass., is planning a big Christmas push in top markets for its game line. The campaign starts in mid-November, runs for four weeks. Minutes during daytime segments are heing placed; frequencies depend upon the market. The buyer is Doug Humm; the agency is Charles W. Hoyt Co., New York.

Westinghouse Electric Corp., Tv-Radio Division, Metuchen, N. J. is planning a campaign in top markets to promote its radios. The schedules start the last week in November for four weeks. Chainbreaks during both daytime and nighttime segments are being purchased. Frequency varies from market to market. The buyer is Tom Reility, the agency is Grey Advertising, New York.



reat time at Telestuaios! The happy combination pictured clow just finished three Kellogg commercials for "What's My Line?" in record time! nd why not? Kellogg has the top selling talent and personality of Dennis James eft)... top agency creative control of Leo Burnett Company in the person of agency roducer Chuck Strother (center)... top production experience of TELESTUDIOS' head an, George Gould (right). And, oh yes, one other thing—VIDEOTAPE—at the industry's urgest independent studios. It's the same kind of great time and custom service on hich you can count when you produce your commercials... pilots or programs under the personal supervision of TELESTUDIOS' top management. Great results, too, because IDEOTAPE at TELESTUDIOS means low cost, high quality productions that come across with all the vivid impact of live television itself. It's happening right now for key agencies uch as Burnett, and their key clients such as Kellogg. Right now is a great time to

wake it happen for you with VIDEOTAPE at NTA's  $\overline{ ext{TELESTUDIOS}},$   $\overline{ ext{INC}}.$ 

# **MR. STATIO**

# what does trade pape

First, circulation means people who make the buying decisions. These people include—at SPONSOR—timebuyers, account executives, ad managers, marketing men, media executives, agency principals, and possibly a dozen more job titles.

Only SPONSOR has its circulation audited by job titles to give you at a glance the simple facts you need about readership that counts most heavily in your selection of trade paper promotion.

Sure, SPONSOR has more total advertiser-agency readers than any other publication in its field—7,035\* to be exact, or slightly more than 58 per cent of its total distribution.

# IANAGER,

rculation mean to you?

But numbers alone are not enough. You need a job title analysis to get the full measure of trade paper value. That's why SPONSOR has availed itself of a BPA audit that identifies the reader you want to reach by the exact title he holds at the agency that buys your time as well as at the national advertiser level.

In a word, SPONSOR has the circulation (quantity and quality—both) that guarantees your national advertising maximum exposure and, therefore, maximum results. May we send you the complete BPA audited job title analysis?

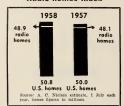
# **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# Facts & figures about radio today

#### 1. CURRENT RADIO DIMENSIONS

#### Radio homes index



#### Radio station index

|    |     | Stations<br>on air |      | CPs not |     | New station |      | w station |
|----|-----|--------------------|------|---------|-----|-------------|------|-----------|
|    |     | on air             |      | on air  |     | requests    | DIGS | in hearin |
| Am | - 1 | 3290               | 1    | 101     | 1   | 449         | 1    | 109       |
| Fm | 1   | 561                | 1    | 98      | - 1 | 39          | 1    | 30        |
|    |     | End o              | of S | eptemb  | er  | 1957        |      |           |
| Am | - 1 | 3070               | 1    | 142     | 1   | 350         | 1    | 113       |
| Fm | - 1 | 519                | - 1  | 36      | - 1 | 38          |      | 4         |

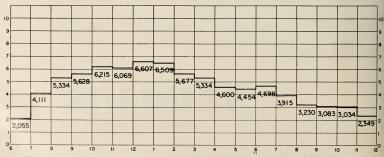
Radio set index

| Set<br>location  | 1958        | 1957        |
|------------------|-------------|-------------|
| Home             | 95,400,000  | 90,000,000  |
| Auto             | 37,200,000  | 35,000,000  |
| Public<br>places | 10,000,000* | 10,000,000  |
| Total            | 142,600,000 | 135,000,000 |

#### Radio set sales index

| Гуре    | Aug. 1958 | Aug. 1957 | 8 Months<br>1958 | 8 Months<br>1957 |
|---------|-----------|-----------|------------------|------------------|
| Iome    | 658,247   | 710,553   | 4,111,080        | 4,947,006        |
| Auto    | 242,915   | 301,971   | 1,893,813        | 3,392,926        |
| Total . | 901,162   | 1,012,524 | 6,004,893        | 8,339,932        |

#### 2. CURRENT LISTENING PATTERNS IN-HOME RADIO LISTENING DURING SUMMER HOURS

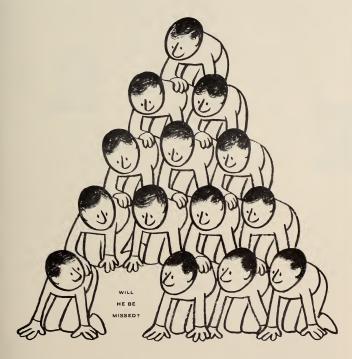


Source: Nielsen, August 1958, U.S. homes using radio in the home per average minute. Daytime figures are Monday through Friday, Nighttime are Sunday through Saturday, Figures are in thousands of homes.

# Young & Rubicam, "NC. Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO

LONDON · MEXICO CITY · FRANKFURT · SAN JUAN · CARACAS



Building a television commercial takes the talents of a lot of skilled people—writers, artists, producers, casting directors, musicians, recording experts, stylists and many others. Omit one and he's sure to "be missed."

It takes a balanced effort—in which every part of the whole creative job is carefully handled by a full team of trained agency TV specialists who know what they're doing at all times and never stop trying to do better.

# What is your agency doing to devel

As agency competition increases the need for top personnel, three ad men tell what their agencies are doing to develop new agency talent.

Richard Keegan, Bryan Houston, Inc., r.p. and 44's chmn. of N. Y. Council Com. on Agency-College Guidance Conf.

"The American Association of Advertising Agencies has long been concerned with the growing personnel requirements of its member agencies.



We pay for college ad courses for employees

Not only is the need for new blood evident among the 4A agencies but it is becoming a greater problem in all phases of marketing and advertising. However, boiling the 4A figures down to a meaningful statistic, it is estimated that all the 4A agencies combined will have to add about 2100 new specialized people every year. That is a lot of specialists and the trick of how to meet this demand is one of the key questions of our business today.

The 4A's itself has directed its attention in the last several years towards the college level. The committee on personnel of the New York Council under the very able guidance of Bill Gray of Fletcher D. Richards has been doing an outstanding job along this line. Several years ago the New York Council recognized an embarrassing fact that the advertising business was not recruiting and obtaining the best qualified young talent among the college senjors. In fact, most college senjors knew a little more about the business than the "hucksters." In addition. college placement and guidance teachers were just as much in the dark. Great strides to alleviate this condition have been made by Bill Gray's committee.

The Houston Agency has been among those that has supported this effort. This year we have taken amother step on our own initiative to help further develop our own personnel. The following quote is from a memo to our staff which explains our personnel aid development programs.

"The Bryan Houston Agency is paying the total tuition and fees of any employee completing a course in professional studies as they pertain to the advertising-marketing field at the college or professional course level at any of the accredited colleges, schools or courses in the area which operate night classes."

Other agencies have expressed interest in this program and have asked about the response we have had to date. Since we began this program on October 3rd, well over a dozen people in the agency have enrolled for such studies and therefore qualified for the program. We have young people who could not afford college, working towards degrees in their particular field. They are taking courses ranging from advertising design at Pratt Institute to working on graduate degrees in marketing at New York University. Some secretaries in the marketing and account groups are taking lecture courses at the Advertising Club of New York. We have older people who are brushing up on later courses in marketing or tv. Mind you, these are professionals who are trying to extend their knowledge. The response has been amazing.

In this way we believe we are giving many of our young people a chance to develop their talents further in addition to broadening the experience and knowledge of the whole agency. We feel that a broader knowledge of all phases of marketing and advertising on every level of the agency will help us in strengthening our agency talents and provide better service for our clients.

G. Newton Odell, manager of training, home office, McCann-Erickson, Inc., N. Y. The Marketing Communications Workshop on the 30th Floor of our Home Office at 485 Lexington Avenue, New York, is visible evidence of our company's real concern with the training



We offer training programs by specialists

and development of all its people. There in this training center new trainees, in many cases recruited from the top ranks of college graduate schools, start on the first phase of a development program which includes company and departmental orientation. The meeting rooms of the workshop are, at the present time also being used for a series of seminars for account executives led by top people from virtually every branch of the company's operations. At McCann-Erickson we recognize the need of all employees to be trainees throughout their working line.

Several company divisions are also conducting intra-departmental training courses in the interest of developing talent within the department and exposing them to the newest professional techniques in television production, sales communication and sales development, media procedures and research techniques, among others.

The workshop where the company's training offices are located is a center too, for the training and development of employees from overseas offices. Participants in the last two months have come from seven countries and their training has been scheduled well in advance by the training office working with the company's International Division. The workshop affords not only a place in which these groups can study, but also provides an exhibit area for the company's organization and planning procedures.

## w talent?

Training in its broadest sense is a by-product of the company's program of regularly scheduled meetings attended by our specialists in every field of communications. The conclusions of these sessions are incorporated in papers which serve as a basis for training and policy development. It is perhaps significant that one of these project study groups is working on the subject of manpower development. One of the chief merits of the study group system is the opportunity it provides for the broadening and development of our younger people.

In the interest of manpower development virtually every McCann employee's performance is regularly reviewed and appraised and if training and development is needed this is one of management's responsibilities.

The agency program for management development includes Executive Methods Seminars...intensive courses in problem solving, communications and creative thinking. These, generally held "off-premises," are conducted by Dr. Robert P. Holston, v.p. of the Institute of Communications Research, and affiliate of McCann-Erickson.

Thus, training is a very broad activity at McCann, with participation among groups varying from the young trainee classes to seasoned executives.

Gil Burton, vice president & general manager, Guild, Bascom & Bonfigli, Inc., San Francisco

Only recently have we been able to indulge in the luxury of developing our



We try to hire young men who have good potential

own new talent. To quite a degree, GB&B's policy of handling a limited number of sizable accounts was highly (Please turn to page 76)

# WCSH-TV 6



# MORE POINTS FOR YOUR BUCK

That's the result of combining the superior coverage and "Program Dominance" of Northern New England's service-minded SIX . . . two facts that have been repeatedly established by survey after survey for five straight years and most recently by TV Age's ARB analysis and NCS #3.

See your Weed TV man about how you can benefit from SIX's viewer preference in its 13-county, billion-dollar plus service area.

#### A RINES STATION

A matching schedule on Ch. 2 in Bangor saves an extra 5%

# Problem Solved by a District Manager



Dave's product was good, but No. Florida. So. Georgia sales spotty.



He was missing a big market, and couldn't see why.



Joe Hosford said Atlanta is 212 miles away, and Jacksonville is 158, Use WCTV to fill the gap.



Blair TV Associates saw the agency. They bought; Dave sold and sold . . .



and won the cruise to Nassau!

Tallahassee
Thomasville
for North Fla. and South Ga.

John H. Phipps

#### LIQUOR CONTROVERSY

(Continued from page 38)

liquor accounts, however, say that it may still be too soon, that the public may not be quite ready for liquor commercials. Each insists his client will not be the first to break the barrier, but that if others do it, "We will, too." The radio/rt director of one major air media agency insists that liquor will not and should not use air media: "The biggest thing the liquor industry can sell today is moderation, and radio or television are not media for selling anything moderately."

On the other hand, another radio/tv director posed this question: "Beer and wine are both intoxicants, and both use air media. If a classical music radio station with a selective adult audience wants to run a liquor commercial, why not let it?"

Another agencyman pointed out that the ban on liquor commercials is actually rather silly, "You can watch a 90-minute dramatic show showing the star getting drunk, but you can't follow the show with a 20-second spot for a liquor brand. Where's the logic in that?"

In Chicago, the attitude toward liquor on air media was, strangely enough, somewhat more liberal than in New York. Agencymen on liquor accounts in Chicago admit they would welcome the chance to get their brands on radio (and maybe television), and concede that it would be a hig boost to their billings. But they are also aware that a risk element is present. Said one liquor a.e.: "Why chance killing the goose that lays the golden egg? Liquor accounts are doing well; why give the cpposition ammunition that may ultimately kill liquor ads in all media?"

One agency executive on a liquor account—C. W. Muench, v.p. of Henri, Hurst & McDonald, a.e. on the Water-fill & Frazier Distillery account—unakes two significant points. First, if liquor ads appeared on radio and television, "There would be no public reaction. The public could hardly be conscious of a change. Historically, advertising research shows that people don't identify the advertising medium over the message."

Second, "Use of television and radio in behalf of distilled products will not mean an increase in consumption, but would be an opportunity to do a better job in teaching people how to enjoy the product rather than abuse it." Although there is no rush by agencies to look into the opportunities which radio and tv offer to liquor, there is considerable interest. At least one agency has queried reps on their stations' willingness to take liquor advertising.

#### I. Distillers' Reticence

Word that the air media's solid front against liquor advertising may be developing a crack was received calmly and coolly by the distillers. A Schenley spokesman told spoxson that executives of his company are studying the matter closely, and will consider the possible effect on both the trade and on the public before Schenley announces any official position. The spokesman admitted, however, that barring any sudden move by others in the industry, there is very little likelihood of any rush by Schenley into radio or television.

While Seagram executives also declined to comment, it is also generally believed that Seagram—if it ever ventures into radio and tv—will do so slowly and cautiously. Seagram apparently will watch public reaction to any other liquor ads on air media, and govern itself accordingly.

One liquor industry authority, an executive of one of the major distillers. emphasized that there would be no "jumping for joy" if radio and tv were opened up to the liquor industry. First of all, he explained, "Where would we find the budgets that we'd need to run an air media campaign of any size? It takes a lot of money to make any impression in tv, for instance, and the money would have to come from somewhere. Secondly, most advertising men in the liquor industry don't know the first thing about air media; they'd have to start learning about it. But,' he adds, "the liquor industry will be in radio/tv ultimately; it's just a question of time.'

Lester S. Abelson, board chairman and secretary of Barton Distilling Co. Chicago, agrees that "Broadcast would be a wonderful medium for advertisers of distilled spirits—one of the finest ways we know to get the message passed along to the public. But there are too many problems involved in the production of liquor ads to make it worthwhile to take the risk of jeopardizing our entire advertising picture."

However, there are some strong dis-(Please turn to page 74)

# SOLD

21 Markets in 21 Weeks\*



SOLD WCBS-TV New York

SOLD WJBK-TV SOLD WBZ-TV Boston SOLD KNXT Los Angeles

SOLD WTOL-TV SOLD KUTV Salt Lake City SOLD WBAL-TV SOLD KIRO-TV Seattle

SOLD NTCN-TV Minneapolis

SOLD (UAM-TV Guam

SOLD WTTV Indianapolis Historic Highs in Ratings Every Market to Date SOLD WCAU-TV Philadelphia

SOLD KBET-TV Sacramento

SOLD WFBM-TV Indianapolis

SOLD MOX-TV

WOX-TV St. Louis WOOD-TV Grand Rapids SOLD KETV Omaha SOLD WITI-TV Milwaukee

SOLD KPIX an Francisco SOLD KHQ-TV Spokane

SOLD

WTOP-TV
Washington, D. C.

SOLD WJW-TV Cleveland

\* Cleopatra \* Hate Of The Union \* O.S.S. \* Beau Gete Double Indomnity \* Lady In The Dark \* The Big Clot Lives Of A Bengal Lancer \* Four Frightened People \* G . My Way \* Story Of Dr. Wassell \* The Major And The A ★ Roud To Movocco ★ A Foreign Affair ★ Saigon ★ The Weekend \* Golden Earrings \* Trail Of The Lonesome Pine \* Crusades \* The Great McGinly \* To Each His Own \* Ch Deadline \* Blue Dahlia \* Wells Fargo \* The Sign Of The G \* Aloma Of The South Seas \* The Heiress \* For Whom Bell Tolls \* Killy \*

\* The Plainsman

\* Holiday In

\* The Glass Key

\* Desert Fury

The Sinest

\* North \* North \* Desert Fury Motion Pictures Mounted Police \* The Acces \* Sealed Verdict

\* Lucky Jordan \*

\* Road To Singapore

\* Pacific \* Dream Girl \*

Night Has A Thours Cyes \* Birth Of The Blues \* Frenchman's Creek \* Two 3 Before The Mast \* Perfect Marriage \* Salty O'Rourke \* 11 Virginian \* Beyond Glory \* Bahama Passage \* Dear Ru Imperfect Lady \* Blaze Of Noon \* No Time For Love \* Coop In The Druft \* The Lady Eve \* Beyond The Blue Horin Love Letters \* Connecticut Yankee \* Louisiana Purchase \* Suddre It's Spring \* So Evil My Love \* Streets Of Laredo \* 3 Ikies \* My Favorite Blande \* and more and more MCOI



8 NOVEMBER 1958
Copyright 1958

# FILM-SCOPE

Obstacles to the sale of full hour off-network programs to stations have been cleared away with pacts for NBC's Matinee Theater.

Although a total of 666 episodes were first presented in five afternoons a week on Matinee Theater, the stations signing for re-runs will get only 26 hours produced on film, and they'll be programing them once a week—probably not during the afternoon. (For details, see FILM WRAP-UP, page 68).

The tight situation on full minutes in big markets (see 25 October SPONSOR, page 31) may be creating something of a problem for the two or three regional advertisers who bolted syndication in favor of short-term spot commitments earlier this year.

Also, with some brightening of the nation's business picture, the defectors could well be encouraged back into syndication late this year or in 1959.

The order just placed by Nabisco for thirteen more episodes of Sky King for

1959 calls attention to McCann-Erickson's own successful syndication operation now going into its fourth year.
With a lineup of 108 stations Nabisco achieves more than 90% coverage of U.S. tv

homes. Another durable McCann-Erickson enterprise has been U. S. Borax's 80 stations with Death Valley Days, accomplishing more than 85% coverage.

The programs deliver Nielsen national ratings of 22.4 and 22.9 respectively, as reported in sponsor for 10 May.

With the release of the Bold Venture series, Ziv is claiming a new record ten series in production in one year—a high for both that company and the entire tv film industry as well.

The ten shows include six syndicated entries (see page 46) plus these four network sales: Bat Masterson on NBC, Tombstone Territory and Rough Riders on ABC—plus World of Giants, tentatively set for CBS.

As might be expected, the majority of ABC stations are running syndicated shows in the Monday-through-Friday 7-7:30 p.m. time period recently recaptured from the network.

What's surprising, however, is how much national money has come into these strips, with prestige advertisers putting many stations on SRO basis through sponsorships and participations in these time periods.

In New York, for example, Wheatena bought Union Pacific, and this host of national advertisers took all available participations: Nescafe, Procter & Gamble, Raleigh, Tea Council, Muriel eigar, Peter Paul, Jif, Chesebrough-Pond's and Congoleum-Nairn.

A look at other ABC affiliates shows these  ${\bf sponsorships}$  in the newly opened 7 p.m. time slot:

Detroit: Burns and Allen by Rival, San Francisco Beat by Brown & Williamson, and Decoy by Progresso.

New Haven: Millionaire by Ronzoni and Savarin, Mackenzie's Raiders by Carnation and Brown & Williamson, and State Trooper by Schmidt.



8 NOVEMBER 1958
Copyright 1958
BPONSOR PUBLICATIONS INC.

### MARKETING WEEK

It's no secret that the post war revolution in wholesale distribution has made consumer media shoulder heavier burdens.

A dramatic example of what's happened is offered by General Manager Haydn R. Evans of WBAY-TV, Green Bay, Wis. The station is being used to introduce Bari-Day, a new dessert topping, in the area. (For details on SPONSON's in-depth study of this marketing move, see page 33 of this issue and page 29 in the 1 November issue.)

Pointed out Evans: "Before the second World War the average food wholesaler in our area (and we'll be dealing with 16 of them) had twelve or more retail salesmen who made regular calls on retail stores. Today not one of these wholesalers has even one retail salesman. And this seems to be pretty much the case all over the country. Which certainly points up the importance of advertising."

The wholesaler may not be as badly off as the decline in his Green Bay sales force indicates, but there's no doubt he's a declining factor.

It's been estimated that while the wholesaler handled 53% of all retail sales in the U. S. for World War II, he handles less than 40% now. The drop is even more severe in the grocery field.

Not only that, this profit per dollar sales has gone down to boot. He's been seeking his salvation in specialization in many cases. Wholesalers specializing in jewelry, frozen foods, certain "dry goods," are not uncommon. And he's been cutting down his sales force to remain competitive.

#### What is the wholesaler?

The supermarkets for one thing. As the supers grew, they became, in effect, wholesalers themselves. The drive to cut distribution costs thus resulted in the supers buying directly from manufacturers and, in an increasing number of cases, via the manufacturers' sales representatives, the foods broker.

The growth of the food broker is not only significant to wholesale distributions but to media, too.

The food broker is primarily a local, or, at the most, a regional institution and this results in strong sympathies with local media.

A trend to watch is the growth of broker advisory groups, which a number of manufacturers have set up. These groups consist of a half dozen to a dozen brokers out of 75 to 80 who might handle a manufacturer's product nationally. They advise rather than decide on advertising and media problems but the fact they are listened to makes them a force media must reckon with.

A more striking trend of interest to media is the increase of a number of brokers who offer merchandising services. A survey by the Trade Paper Food Topics, made last year with the cooperation of the National Food Brokers Association, revealed that 71% of NFBA members did retail merchandising, compared with 21% in 1947.

#### What's the ideal agency research man like?

Some differences of opinion on the subject came out at the marketing workshop of the AMA's New York Chapter on 3 November. Format of the workshop: An outline of how FC&B uses marketing research, followed by critical rebuttles from a panel.

FC&B's research manager Tom McKiernan prefers the partisan researcher who will immerse himself in the client's problems. BBDO's research chief Ben Gendalecia called for recognition of researchers as specialists with professional standing and a greater degree of objectivity.



8 NOVEMBER 1958

Copyright 1958

PONSOR PUBLICATIONS INC.

# **WASHINGTON WEEK**

FCC commissioner Robert E. Lee's tee-off about too-long and too-loud commercials may be a precursor to a line of action by the commissioners as a body.

What Lee had to say on the subject before the eastern women's conference of the Advertising Federation of America is something his colleagues prefer to talk about only off the record.

Lee put his views strongly enough on the record but more significant were his interpolation of the FCC's powers under the Communications Act, as interpreted by FCC counsel, and that, to will was:

The FCC may be strictly forbidden powers of censorship over what goes out over the air, but another section of the Act does give the FCC power to regulate and license "in the public interest."

It is no secret that a majority of the commissioners is leaning toward the view that the requirement for stations to operate in the public interest gives the FCC both the power and the duty to scan some broadcasting practices—like programs and commercials.

Lee told the adwomen that those who advertise—the sponsors—must be most concerned about the conduct of the broadcasting industry.

He assailed station operators for selling time to bait-and-switch and other fraudulent advertisers and welcomed FTC-FCC liaison which, he said, had resulted in considerable improvement.

Though he admitted there was a problem of pinning down a legal definition of what is too much commercialization, Lee left no doubt that in his opinion the FCC would eventually move against flagrant cases.

Again speaking only for himself, Lee told the adwomen that he still looks to the 70 uhf channels to provide enough spectrum space for the unforeseen demand for tv stations—the 12 vhf channels not being enough.

The lack of facilities will be more of a concern to advertisers than the FCC: there won't be enough good time on competitive stations.

Participants in the FCC's rehearing of the Miami channel 10 case were given an extension of time until Monday, 10 November to file their final arguments with special hearing examiner Horace Stern. Oral arguments are scheduled before Stern on 17 November, but these could also be delayed.

Meanwhile, it is believed that Stern, retired Pennsylvania Supreme Court chief justice, will also hear the replay of the Boston channel 5 case. This one will probably start in mid-January, not too long after Stern hands down his decision on Miami channel 10.

Cases of FCC reconsideration of tv channel awards in the light of allegations of misdeeds in connection with securing the grants are piling up. Some have been referred back to the FCC by the courts. Some are being reconsidered on the FCC's own motion.

It is possible that Stern will hear one case after another, and will become the FCC's specialist on these cases.

Another case virtually certain to merit new FCC consideration, Pittsburgh channel 4, comes back before the Harris House Commerce Legislative Oversight subcommittee on Wednesday 12 November.

Former FCC chairman George C. McConnaughey is slated to be a witness, apparently at his own request. The subcommittee says it has subpoenaed no witnesses, but has left the way clear for anybody mentioned in earlier testimony to come forward voluntarily.





8 NOVEMBER 1958 Convelent 1958 SPONSOR PUBLICATIONS INC.

# SPONSOR HEARS

The latest of the life insurance companies to become itchy for a ty show as the result of Prudential's success is Equitable Life.

(Equitable just switched its account to FCB from K&E.)

The bargain-hunting antics of a media executive for a major Park Avenue adver-

tiser are getting to be embarrassing to the account's agencies. The agencies try to explain away his tactics to disturbed sellers thus: He's only bent

on making a good impression with the boss; he really means no harm.

The bigger agencies are finding it harder than ever to lure the specialist aces in the field, because most of them are locked into their organization by benefit plans.

These include deferred compensation, fringes of various kinds, and stock arrangements which spell out capital gains.

Radio stations in various sections of the country are burning at the efforts of a major rep to lure their disk jockeys to his clients.

Cracked the manager of one of these aggrieved stations: "We don't mind if that rep tips off one of his stations to one of our hot programs; but we do think he's going a step too far when he turns employment agent and raids our d.j. staff."

Complaints about allegedly harmful side-effects from episodes in tv shows continue to be a steady headache.

Among NBC TV's latest petitioners was the Lead Institute, which objected to a scene in a film showing two people sickened from lead poisoning after touching paint.

Corrected the Institute: Lead poisoning can come only from eating the metal.

If you dig back into the beginnings of CBS, you'll find these "firsts":

- · New York flagship: WOR, managed by Al McCosker.
- · President: Andy White, among the first name announcers.
- · Advertiser: Emerson Drug.
- The date: 1928.

Add up the characteristics of today's rep salesman, and you'll likely come up with this composite profile:

Average age: 35.

Origin: Local media, ad agencies or training programs for recent collegiates.

Type of operator: Realizes that his job demands an ever-increasing knowledge of media information and service; finger-tip information on local conditions and programing; resourcefulness and clarity in telling his story; lots of nervous and physical stamina in order to keep several balls in the air at once; and the ability to avoid getting fouled up in paperwork.

Pet peeves: (1) Being referred to as an order-taker; (2) a timebuyer who says he's made up his mind; (3) stations that demand a reason for the cancelation.



#### **ADVERTISERS**

Scott Paper Company will be saturating the radio waves for the six days preceding Thanksgiving Day, in one of its biggest spot radio promotions.

The campaign, for Scotkins napkins, will air on 500 stations in the top 250 markets, via 10, 20 and 30-second spots.

Estimated cost of the campaign: \$120,000.

Agency: JWT.

#### Other campaigns:

 The Lionel Corp., electric train manufacturers, will utilize children's tv shows for its pre-Christmas campaign. One-minute live spots have been purchased in 46 major markets in the U.S. and Canada.

- Minnesota Mining and Manufacturing Co. has these pre-Christmas plans: A one-hour ABC TV special. Peter and The Wolf, scheduled 30 November; spot tw commercials, live and film, beamed at daytime and nighttime audiences in the top 100 markets, and print. Campaign for its Scotch cellophane and gift tapes, and Sasheen ribbon and gift wraps.
- The W. W. Kimball Co., piano and electric organs manufacturers, has departed from its usual line of advertising with the contention that pianos are more than furniture. Kimball is out to prove the tone and performance of its pieces, and for it, has bought a

daily, hour-long series of live programing via fm radio. The station: WKFM, Chicago. The program: The Kimball hour. Agency: Warren Wetherell & Associates.

- General Mill's Cocoa Puff cereal is set for its tv test campaign in 100 scattered markets, via children's programs. Agency: D-F-S.
- Bourjois, Inc., for its Evening In Paris perfumes begins its pre-Christmas campaign I December, via tv spots in about 100 markets. Agency: Lawrence Gumbinner.

#### Awarded:

Revlon, Inc., voted two "Top Promotions of the Year" awards by 5,000 food industry executives and merchants in a poll sponsored by Topics Publishing Co.

Strictly personnel: RCA Whirlpool's appliance sales department has been realigned, with these changes: Raymond Muldoon, national advertising



# WRAP-UP NEWS & IDEAS PICTURES



MRC TC Affiliates Bd. of Delegates new and re-elected officers: Standing (1 to 7) vicethairman (Optionals) Harold Essex, v.p., gen. mgr., WSJS-TV, Winston-Salem; Harold See, gen. mgr., KRON-TV, San Fran; Lawrence Rogers, pres., gen. mgr., WSAZ-TV, Huntington, W Vaz.; Joseph Bryant, pres., KCBD-TV, Lubbock; Richard Dunning, pres., gen. mgr., KHQ-TV, Spokane; and Robert Ferguson, exec., v.p., WTRF-TV, Wedeling, W. Va. Seated 1 to 7) Robert Kintner, pres., NBC; chairman Jack Harris, v.p., gen. mgr., KPRC-TV, Houston; Robert Sarnoff, chairman, MRC; weechairman (Basies) Edwin Wheeler, gen mgr., WWJT-V, Detroit; and secreticas, Harold Stuart, pres., KVOG-TV, Tulsa. The meeting was held in New York



It's a big night on NTA's KTNT-TV. Stattle-Tacoma, say models (I to r) Sylvia Rosenbirg, Cinger McDonagh and Pat Russer, as they to, r the city, visit agencies and sponsors and appear on tv to promote shows

They turned back the hands of time at Fort Point, Presidio, Calif. as tv columnists and sponsor Bay Area Rambler dealers watch KPIX, San Francisco, promote its new Ziv syndicated series, MacKenzie's Raiders



manager, will also head local advertising: J. A. Schulte becomes national sales promotion manager; John Trux, named assistant national advertising manager . . David Sheehan. appointed national used truck sales manager for The White Motor Comapny, Cleveland.

#### AGENCIES

Rod Mays, president of the Western States Advertising Agencies Association, bid for closer cooperation, between agencies and media via a new media relations policy for the 90-member group. WSAAV's policy for media:

- 1) Establish and continue a perma-
- nent Media Relations Committee—this year called Activity;
- Inaugurate an Annual Media Relation Night;
- 3) Invite media to make industry presentations at WSAAA's annual conference; and

4) Encourage close relationship of media with this Association in its various affairs

Maxon, Inc., for its Gillette Safety Razor Co., heads the list this week, of the twelve new subscribers to Pulse Inc.'s radio and ty reports.

Other subscribers include: Frank B. Sawdon, Inc., for Robert Hall Clothes. Quality Bakers of America and Beckman, Koblitz, Inc., Los Angeles.

School's open: SSC&B is starting a series of seven classes for its employees on "The Religion of Selling."

The series will cover seven phases of the agency operation, including copy, art, the making of tv commercials, mechanical production, media planning and buying, consumer research and account handling.

They've opened new offices: Wade Advertising Agency, born in Chicago as a one-man, two room agency

in 1909. formally dedicated the agency's expansive new offices in 20 North Wacker Drive at a reception for 500 guests last week. . . Robert Lawrence Productions, with offices in New York and Toronto, has moved into Chicago, with its new quarters to be headed by Len Levy, formerly executive producer at Kling Film Productions, Chicago.

New partnership: Jon Ross and Emil Reisman, of Ross/Reisman/Co., Los Angeles, welcomed a third to their group last week—Murray Naidich, the agency's art director. The company will now be dubbed Ross/Reisman Naidich, Inc.

New agency: Mullé, Breen & Waldie, Iuc., at 405 North Camden Drive, Beverly Hills, Sherman G. Mullé is the new president, Melvin Waldie, secretary-treasurer and art director and Richard Breen, v.p. will act as copy consultant.



First all-Negro parade down Houston's Main Street attracted 50,000 spectators. Some 30,000 people attended the Coliseum for three-day Houston Negro Exposition and Home Show, sponsored by KCOH



Operation "air lift": Dan Bellus, promotion director for KFMB-TV and Radio, San Diego prepares to leave 4 A's convention in Palm Springs with films of its activities for processing in San Diego



Applands at the 17th annual Pulse, Inc. luncheon, where Bob Hope was named Pulse Man of The Year—1958'. The head table included (1 to r) Esther Williams, who accepted Hope's award; Dr. Sydney Roslow, Pulse pres.; Arthur Hull Hayes, pres. CBs Radio; John West, yp., MC Parific Div.; Tom McAvity, yp., McCamb.Erickson.

Media week, held by Campbell-Ewald, drew 500 Midwest space and time men. Carl Georgi (1) v.p. and media dir. CE points out route to (1 to r) Detroit station men Ed Wheeler, gen mgr., WWJ-AM-TV; John Pival, v.p., WXYZ-TV and Hal Neal, v.p., WXYZ Radio



Agency appointments: The House-hold Products Division of Colgate, for its new liquid detergent Genie, to Street & Finney... Holly Sugar, to Doyle Dane Bernbach's Los Angeles office... Devo & Raynolds paints to EWR&R...J. P. Steven's Forstmann Woolen Division to BBDO for its men's fabric line... The Penzoil Co., California. to Eisaman-Johns... Turtle Wax-Plastone Co., Chicago, to Bozell & Jacobs, Inc., Chicago,

On the personnel front: Robert Newell, named president and chief executive officer of Cunningham & Walsh: William Mulvey, former senior v.p., named executive v.p.; Carl Giegerich, senior v.p., becomes chairman of C&W's executive committee (For details, see NEWSMAKER OF THE WEEK, page 6.) . . . E. B. Ferree, copy supervisor and John W. Murphy, commercial production supervisor, named v.p.'s of K&E . . . Charles D. Ewart, Richard N. Needham, George W. Oliver, Robert F. Steinhoff and John F. Whalley elected v.p.'s at Needham, Louis and Brorby, Inc . . . Thomas C. Dillon, a v.p. and director of

THE BIG "T" IN WESTERN MONT ANA

KMSO-Ch. 13 Television

Tremendous coverage
Terriffic results

ASK GILL-PERNA
KMSO - MISSOULA

BBDO. becomes head of marketing, research and media for the agency . . .

Personnel news from Chicago: Louis Dean, named v.p. of D. P. Brother . . . Howard Anson, v.p. in charge of the art department, Leo Burnett . . . Robert Hawkins, v.p and account executive at the Western Advertising Agency . . . Frederick W. Heckel, v.p. at N. W. Ayer . . . Donald Wallace, to the creative staff and John Kenner, account executive at Clinton E. Frank . . . Cherie Lee, to the creative staff of McCann-Erickson ... Walfred Johnson, account supervisor and Earl Cole, staff writer at Tatham-Laird . . . Alan Rosenberg. to Sidney Clayton & Associates as account manager.

#### FILM

The food industry is retaining its hold on first place among all types of syndication sponsors, according to a Ziv study of current business volume, which revealed these facts:

• The food, brewing and gasoline industries, the three biggest users of syndication, together spend 61 cents out of every syndication dollar.

• Foods—including dairies, bakeries and supermarkets—are first with 26%, followed closely by breweries with 23%. The gas and oil companies are in third place with 12%.

The remaining 39% of syndication investments are divided up in the following order: home improvements, including paints and appliances; hanks, savings and loan associations; auto dealers; tobacco; utilities; drugs and Pharmaceuticals; retail stores, and services—including laundries, jewelers and cleaners.

The study was prepared for the benefit of Ziv salesmen as a "profile" for use on *Bold Venture*, a new adventure series starring Dane Clark.

GKS—newest of the new film companies — revealed its aggressive sales plans last week with:

1) Appointment of Raymond W. Wild as central division v.p. and naming of these new sales staff members: Lynn Wood Hall in national spot, Len Gruenberg and Lynn Phillips in national-regional sales, Lester Loeb in syndication and Gil Maier in sales coordination.

 Meeting of first national sales clinic to outline tactics for African Patrol, recently placed in syndication.

 Creation of new post of assistant to the president, with Jerry Franken to assume sales, promotion and public relations duties.

ng: NTA wi

New programing: NTA will distribute a new Montovani musical series with John Conte as host... Telestar to start filming of Counterspy on 1 January.

Organization moves: Jack Wrather's varied enterprises, which include ITC, Muzak and other companies, has appointed the Lou Smith Organization to handle public relations with John C. Sebastian named to head the New York office . . . PAT—Producer's Association of Television—has been formed as a financing, selling and distribution unit with Peter M. Piech as v.p. in charge.

Sales: Matinee Theatre re-runs, known as Cameo Theatre, handled by Victory Program Sales unit of CNP. reports sold to WRCA-TV, New York; WNBQ-TV. Chicago; KCOP-TV. Los Angeles; WRCV-TV, Philadelphia; WHDH, TV, Boston; WWJ-TV. Detroit; KRON-TV, San Francisco; KTVT, St. Louis; KHTV, Portland; WDAU-TV, Scranton; KOMO-TV Seattle; KVAR-TV, Phoenix; KTSM-TV, El Paso; KXLY-TV, Spokane; WMBD-TV, Peoria, and KNTV. San Jose. Purchases involve 26 hour-length dramas . . . ABC Films' 26 Men renewed by A&P for WHC, Pittsburgh; WSTV. Steubenville and WBOY-TV Clarksburg; other renewals last week were WGN-TV, Chicago; KOSA-TV Odessa; WJXT, Jacksonville. and KTHV, Little Rock . . . AAP reports sale of its Christmas package, which includes holiday feature films and short subjects to KTSM-TV, El Paso; KENS-TV, San Antonio; KCRA-TV, Sacramento; KOLD-TV, Tucson: KCIX-TV, Boise, and KRTV, Great Falls.

More sales: WNBQ-TV signed Heileman Brewing and L&M Filters as alternate sponsors of Sea Hunt... Walter Schwimmer reports sales of Championship Bouling—now in its fifth series—to WGN-TV, Chicago: WHIO-TV. Dayton; WBN-STV. Co-

# A Good Strong Body Is Important... BUT IT'S BRAINS THAT REALLY COUNT



lumbus: KOMO-TV, Seattle, and WHEN-TV. Syracuse.

Keep your eye on GACTV: this agency is now planning to produce pilots on up to eight series for network or syndication sale: The Many Loves of Dobie Gillis, comedy; Mayday, aviation series with MATS cooperation; Dangereous Dan McGrew, western; Merrill's Marauders, World War II action; Gideon's Night, mystery; Timber Cruiser, adventure; Motel, situation comedy; and Man of Many Faces, mystery-detective.

Kudos: to Father Knows Best for its special citation from the Jewish Family Service Association for "wholesome and sympathetic portrayal of American parents."

Success story: American Thrift Company ascribes 25% of all its business to sponsorship of Tugboat Annie on KETV, Omaha. In its first use of tv. American Thrift links the show and \$60,000 in new business and has dropped its newspaper ad budgets previously its sole ad medium.

Quality
Negro
radio down
South

Buy
JACKSON
LITTLE ROCK
JACKSON
LITTLE ROCK
SHREVEPORT

WENN
OR
BIRMINGHAM

BURNINGHAM

The Presented by John E Presented

Fepresented by John E Presented

Strictly personnel: Jerome Siegel to AAP sales staff... Philip Nicolaides named an account executive for Telestudios. Inc.

#### **NETWORKS**

CBS Radio's "Program consolidation plan," which goes into effect 1 January, is basically a technique for bartering time for programing.

Under the plan the network allocated to itself the following time blocks: Week-days, 9:05 to 11:05 a.m., 12:30 to 2:30 p.m. and 6:45 p.m. to 8 p.m.: Sunday 5-8:00 p.m.

What the affiliates get: (1) five or six five-minute news periods a day which they can sell on their own and without compensation to the network; (2) 65-second station-breaks on the half-hour (eliminating the 15-minute breaks), which gives the affiliates ample leeway for minute commercials. The network, in turn, is relieved of paving anything to affiliates.

NBC Radio's Culligan made this comment: "We propose to reaffirm our faith in network radio with new and exciting projects. What CBS has done should be seen as a miss-out on a concept and not a symptom of any weakness in radio."

(See SPONSOR-SCOPE page 17 for commentary on this.)

The Chicago chapter of AFTRA has filed a complaint against MBC's Chicago o&o's, WNBQ and WMAQ, to compel these stations to "ive up to their public interest and community service responsibilities."

AFTRA is opposing NBC's action of dropping some local, live sponsored programing in Chicago.

NBC's reply: "The network alone should be allowed to review its own policies and activities. AFTRA's objection is part of a labor controversy, and the programing changes have been made in response to 'audience response'."

AFTRA's rebuttal asked that the FCC hold a hearing so that "the promise of this network can be compared to its performance."

Network sales: Aluminum Co. of America (F&S&R) for the Alcoa Theater, a new series to start early in 1959 via ABC TV . . . Gillette Safety Razor, for the men's finals of the World's Invitational Match-Game Bowling Championships, 12 December, via NBC TV and Radio.

They were elected: CBS Radio Affiliates Association re-elected for 1958-59 its entire slate of officers; chairman, Charles Caley, WMBD, Peoria; vice-chairman, John Hayes, WTOP, Washington; directors-at-large, Worth Kramer, WJR, Detroit. Lee B. Wailes, Storer Broadcasting, Miami

ABC TV's realignment of program department executives: John Green, manager of ABC TV program department, named network executive producer; Leonard Maskin, manager of ABC TV production services, to administrative manager of the program department; John Kneeshaw, appointed business manager of production services.

#### RADIO STATIONS

A recent meeting of the Storz Stations group in Chicago discussed these business trends and expanion plans for the coming year:

- Plans for adding another major market station as soon as possible.
- All indications point to an all-time record year for billings. The group is now well ahead of last year's figures at a comparative time.
- Plans for expanding the Night Beat Multi-Phone program, a threehour public service discussion program where listeners air their views on important subjects.
- Arrangements finalized for the second annual Pop Music Disk Jockey convention and seminar to be held in Miami Beach, 29-31 May, 1959.

The four days of meetings were directed by Todd Storz, president of the chain.

Business is up: KSO, Des Moines, racked up a 70% gain in gross billings for the first three months of operation under new ownership. Since 1 July, the station has been operating under a new programing format, stressing local personalities, and under the aegis of Joe Floyd, Larry Bentson and Tony Moe.

Expanding: The Keystone Broadcasting System added nine new afNBC-VHF-TV and Radio stations in eastern part of United States, serving in excess of 100,-000 television homes, has opening for general manager. Please send full details, qualifications and the salary desired immediately to Box 43.

#### DOES YOUR OPERATION SUFFER FROM "TIRED NEWS?" IT OFTEN CAUSES RATING ANEMIA!

Rx—experienced news, special events and program Doctor who has delivered healthy babies for network off or to station . . four years internship radio and to . . . single, ambitious . . excellent references. Will re-locate for the right case. Compalisant patients need not reply. For details —contact SPONSOR Box 66.



America's No. 1 Network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.

Top NBC-TV Network Programming
 An Buge. untapped audience will now see,
 or A huge. untapped audience will now see,
 Son Hope, Milton Berle, and many others.
 Also available are NBC color, NBC specials,
 NBC public service . . . because NBC is now
 YHF in Buffalo.
 Contact Peters. Griffin and Woodward for
 availabilities on WGR-TV—now NBC!

WGR-TV

NBC CHANNEL 2

BUFFALO

SYMBOL OF SERVICE

A TRANSCONTINENT STATION
WROC-TV, Rochester, N.Y. - WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR TV, Burkalo - WNEP-TV, Scranton, Wilkes-Barre.

filiates mis week, bringing the total to 1,047. The new members include: KTCS, Ft. Smith; KAHI, Auburn, Cal.; KXO, El Centro; WGSR, Millen, Ga.; WOWE, Allegan, Mich.; WONA, Winona, Miss.; KDSX, Sherman, Tex.; WWIS, Black River Falls, Wis.; and WJMC, Rice Lake, Wisconsin.

Station purchases: KRES, St. Joseph, Mo., to the Macray Radio and Tv Co. for \$135,000 . . KSWA, Graham, Tex., to Burney Jones and Neil Gilligan, Jr., for \$75,000. (Both sales brokered by Hamilton, Stubblefield, Twining & Assoc.)

#### Ideas at work:

- WCKY, Cincinnati, has caught on to the "Lucky Dollars" promotion. The stunt has station staffers circulating one dollars bills in all parts of its coverage area, with a record of all bills' serial numbers. Daily, once-anhour, a number is aired, and values of from \$5 to \$500 are placed on the "Lucky Dollars," which must be redeemed at the station within 24 hours.
- Another popular contest: WLOL, Minneapolis-St. Paul, is awarding more than \$1000 in prizes to the weekly winners of its "Mystery Sound" contest. Its popularity is proven, claims WLOL, by "the postcards coming in at a rate of 3,500 to 4,000 a week."
- A tie-in sponsor contest is the new feature on WGAR, Cleveland. The station, and one of its sponsors, Hamilton Watch, are offering an electric wrist watch to the person who guesses the day and the time that Jim Brown (of the Cleveland Browns football team) gains his 1000th yard.
- KFAB, Omaha, is again looking for the "Eleven-Ten" baby of the year. The station will award the equivalent of a one-year University scholarship to the first baby reported born 11 November at 11:10 a.m. or 11:10 p.m. KFAB's frequency is 1110.
- A public service: When Miami transit drivers pulled a surprise strike last week, WQAM was on the air with others means of transportation to work. The station also urged "Friendship Day" and adoption of the "Share A Ride" plan for the thousands of stranded riders.

Stereophonic note: Eight radio stations in Allegheny County joined together for a simultaneous live transmission of stereophonic sound. The occasion: A "Festival of Jazz" for the United Fund charity drive.

Sports note: WIP, Philadelphia, will air all the college basketball games scheduled at the Palestra this season . . . Red Coach Grills (via J. W. Spellman Agency) has purchased a half-hour sports show, six days a week, on WMET, Miami, to promote its restaurants in the area.

Thisa and Data: CBS has contracted for the building of a new structure exclusively for KMON, St. Louis—marking the first time in 20 years that CBS has had a building constructed to house only radio facilities . . . To celebrate its first anniversary, Bartell's WYDE, Birmingham, had models, accompanied by station salesmen, deliver birthday cakes to some 300 major clients in the area.

Kudos: KGVO, Missoula, Mont., cited by the Radio-Tv News Directors Association for outstanding newcasting . . . WOOD, Grand Rapids, also named by RTNDA . . . WSAC, Ft. Knox, awarded by the National Board of Directors for the English-Speaking





#### BONUS COVERAGE

| IL THE MEST TEYAR-NEM WENTER WAKKET             |                     |        |  |  |
|---|---------------------|--------|--|--|
| KROD-TV's<br>Bonus<br>Coverage<br>(12 Counties) | NIGHTLY<br>COVERAGE | WEEKLY |  |  |
| Over Station "B"<br>(5 (ounties)                | 26.9%               | 19.3%  |  |  |
| Over Station "C" (2 Counties)                   | 121.3%              | 58.6%  |  |  |
| And somewher KROD TV is the bishest             |                     |        |  |  |

And remember — KROD-TV is the highest rated station in America in markets of three or more stations, ARB, May 1958.

#### KROD-TV







#### TOP TV PERSONALITIES



Radiating effectively from the RALEIGH - DURHAM AREA

Here you see just six of the many good reasons why WRAL-TV has an unequalled rating record in the Raleigh-Durham area.

The best of the NBC network shows are supported in stellar style by

popular WRAL-TV personalities and programs. "Sports by Reeve" is one of Tarbeel television's

"Sports by Reeve" is one of Tarheel television's best-known features, with the "Dean of Southern Sportscasters". (Remember, too, Raleigh is the Sports Capital of the South, having the nationally known athletic teams of three large universities within 30 miles,) "Stateline" brings the Capital area news by Bill Armstrong to the urban and rural viewers. Weather shows and sales-sizzling commercials are the specialty of Bob Knapp... puppeter and hors of the popular Capin Five "Popeye" show is Herb Marks... pert and pretty Jo Ann Federspiel conducts the "Romper Room School"... stepping into the MC role in the variety show "Tempus Fugit" is vecteran Fred Fletcher... and so it goes, through a long line-up of capable folks who make WRAL-TV tops for viewing—tops for buying!

4-CAMERA MOBILE UNIT . VIDEOTAPE RECORDER . LARGE NEW STUDIOS



## WRAL-TV

Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

#### CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR Fred Fletcher, Vice Pres. & Gen. Mgr. Raleigh, North Carolina REPRESENTED BY H-R, INC. Union of the U.S., for contributing toward better understanding among English-speaking peoples.

Station staffers: Raymond Kohn, appointed general manager of WGMS, Washington, D. C. . . . James Shoon-over, to general manager, KTUL, Tulsa. . . Date Clark, news director for WAGA-AM-TV, Atlanta . Bob Jeambey, news director, KFOR. Lincoln . . Donald Smith, named operations manager; Tommy Harper becomes production manager and Charles Schon, to news editor at WMBR, Jacksonville . . Bill Cargo, news director, KFWB, Hollwood.

#### REPRESENTATIVES

Edward Petry & Co. plans to hold an informal seminar next Monday (17 November) in conjunction with the Broadcast Promotion Association convention in St. Louis.

The seminar: A roundtable meeting of its represented-station promotion managers.

Bob Hutton, tv promotion manager, will act as mediator, while these Petry men will also participate: Bill Oldham, St. Louis manager for radio; Louis Smith, midwest tv sales manager; and Fred Johnson, St. Louis tv manager.

Mid-America Spot Sales, regional radio reps in Kansas City has issued a new type of rate book.

The booklet: Each member station is listed on a separate page, along with rates completely totaled for all time breakdowns. Also included—a coverage map showing the location of all stations, and a fact sheet with information about them.

Rep appointments: WILZ, St. Petersburg, Fla., to Jack Masla & Co. . . . WPAT, New York Metropolitan area, to Weed Radio Corp.

Strictly personnel: James Alspaugh has been elected v.p. of H.R Tv, Inc. and H-R Representatives, Inc. . . . Donald Palmer, named manager of the newly opened Los Angeles office of The Mecker Co. . . Melvin Whitmire, appointed manager of the Atlanta office of Weed Tv Corp. and Weed Radio Corp. . . Nicholas Madonna, to the sales staff of NBC Spot Sales.

#### TV STATIONS

ABC TV officials made a special report of the progress of its new station, WTAE, Pittsburgh, to an audience of leading business men, advertising and agency executives.

The report, dubbed "Business Builds Business" was presented at WTAE's new studios.

Those at the ceremonies: Leonard H. Goldenson, president, AB-PT; Oliver Treyz, president, ABC TV; Donald Coyle, v.p. and general sales manager, ABC TV, Leonard Kapner, executive v.p., WTAE; Franklin Snyder, general manager, WTAE; and Bert Briller, director of sales development, ABC TV.

Ideas at work:

 WPSD-TV, Paducah, Ky. recently carried a 12-hour telethon for the Crippled Children's Centers in Kentucky, Illinois and Missouri, with the venture sponsored jointly by the station and the area's Lions Clubs. Result: \$40,000 was collected.

 WANE-TV, Ft. Wayne, threw a birthday party to celebrate the fifth anniversary of General Electric telecasting on the CBS TV Network.

New call letters: KHAD-TV, Laredo, Tex., becomes KGNS-TV. Reason: As a tv outlet for both the U. S, and Mexico border cities, the new call letters stand for the station's policy—"Good Neighbor Station."

Financial report: Storer Broadcasting Co. declared a quarterly dividend of 45¢ per share on its Common Stock, maintaining the regular annual dividend rate at \$1.80 per share.

Kudos: Jim Bennett, news reporter for KLZ-TV, Denver, cited with the Distinguished Achievement Award at the Chicago meeting of the Radio-Tv News Directors Association.

Anniversaries: Mayor L. C. Miriani has declared a "WJBK-Television Day" in honor of the Detroit station's 10th year . . . KNOE-TV, Monroe, La., celebrating its fifth anniversary.

Strictly personnel: Edwin Pfeiffer, named commercial manager for KOTV, Tulsa . . . Richard Barron, assistant to the general manager, WSJS-AM-TV, Winston-Salem, N. C. . . . KSTP-TV, Minneapolis' Bill Ingram, named "Best Northwest Tv Newcaster" by AFTRA . . . John Peterson, to the staff of WFBM-TV, Indianapolis . . . Dick Richards, news director of Tide-water Teleradio (WAVY-AM-TV, Norfolk) . . . Don Granquist, to the sales staff and Dick Stuck, to the ty promotion department, WCCO-TV, Minneapolis-St. Paul . . . James Morgan, to the sales staff of WOD-TV. Grand Rapids . . . Bob Krieghoff, program director and Rus Stone, sales manager, WTOL-TV, Toledo . . Bernard

Hirsch, account executive, WXIX, Milwaukee.

More personnel notes: Ben Shropshire, named manager of KLEW-TV. Lewiston, Idaho . . . James Miller, commercial co-ordinator, WTVN, Columbus, Ohio . . . Jack Reber, named assistant general manager of the Cascade Broadcasting Co. . . Charles Stewart, account executive at KMOX-TV, St. Louis . . Pete Lyman, of Fred E. Baker & Associates, Seattle, to KREM-AM-TV, Spokane, as ales development manager.



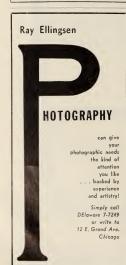


DALLAS and FORT WORTH

315,000

# K N O K

STU HEPBURN, MGR.
REP—STARS NATIONAL
SOUTH—DORA-CLAYTON



#### LIQUOR CONTROVERSY

(Cont'd from page 56)

senters. Sheldon Levine, merchandising director of Federal Liquors, whose Nuyens vodka brand is currently being advertised over WCRB in Waltham, is one. Savs Levine:

"We have given the radio matter sections consideration for approximateby two years, and have made a thorough study of its impact upon the public, the liquor industry and the broadcasting industry. Our study has definitely found that 25 years after repeal... public opinion is ready and willing to accept hard liquor advertising.

"Acceptance, however, must rely on the 'good taste' presentation of the program. But isn't this true for any product? Our own public relations, as well as the public relations of our entire industry, has been taken into eccount; the facts and figures of our investigation indicate that this is the proper time, and that we must stop being ostriches with our heads buried in the sands of time."

While the industry debates the question, its major association—the Distilled Spirits Institute—continues to stand firmly against the use of liquor advertising on air media. Howard Jones, DSI president, told spoxsoor that he is confident his members will not violate the DSI agreement. "If they do," he commented, "we stand a good chance of getting a law which would hurt us all." It is known, however, that at least one DSI member is in favor of dropping its voluntary code, including its radio/tv restrictions.

Yet, apparently the liquor industry is casing away from at least one "taboo".—the ban on women in liquor advertising. Like the ban on air media, this self-imposed regulation was setup by DSI and now is on its way out—indicating, perhaps, distillers' growing dislike of any ad restrictions.

If distillers change their minds and switch to air media, one reason may be that liquor is losing ground in the fight for the consumer dollar. In 1951, of total personal consumer expenditures of \$209.8 billion, \$8.06 billion—or 3.8%—was spent on liquor. Last year, while personal consumer expenditures had reached \$284.4 billion, liquor spending was only \$9.14 billion—or 3.2%. To reverse this trend, liquor may decide to switch to air media for its far greater impact on consumer preferences and spending habits.

Moreover, warehouse stocks of bond ed spirits 'particularly Schenley's) have risen so steeply that Congress and the President only two months ago bailed out the distillers by giving them 20 years of grace (instead of eight) to pay the \$10.50-per-gal. tax.

#### IV. NAB's Determination

Should radio and television stations ever accept liquor advertising, the hardest battles admittedly will be ir Washington, where the drys make their annual pilgrimage to try to get al liquor advertising ruled out by legislation. And the organization fighting hardest against liquor in air media is the one that knows how strong the drys are: NAB.

Hal Fellows, NAB's stout-hearted president, says fighting for legislation is hard enough; fighting to get existing legislation repealed is even harder If radio and television stations decide to accept liquor advertising, says Fellows, it's almost a certainty that the drys would succeed in getting legislation to outlaw all liquor advertising of all kinds in all media. To try to get that kind of legislation repealed. Fellows predicts, would be a monumental job. How many Congressmen Fellows asks, are going to stand ur and put themselves on record as being for liquor advertising?

What about the stations that are ager for hard liquor advertisers? Fel lows admits there are some, but insist they aren't the old-time broadcasters who have 'a fundamental, idealistic ap proach to the free enterprise broadcast ing business." Most station owners who want to take liquor advertising. Fellows adds, must be newcomers to broadcasting or those who have for gotten FCC's past comment on liquor advertising.

The FCC has, in the, past. questioned whether it has any right to be come involved with the advertising of any product which is legally made, distributed, sold, and consumed. But the FCC did, in a press release dated 2 February. 1934 (when FCC was the Federal Radio Commission), raise the issue of whether liquor advertising on radio serves the public interest. And it warned that any station which accepts liquor advertising "will be required to make a showing their continued operation will serve the public interest, convenience and necessity." So at least one storm flag has flown in the past.

Your Salesman on Sight for 783,232 Households in THE SOUTHEAST'S BIGGEST, RICH MARKET



# WINSTON-SALEM

Put your salesman where impulses to buy get started . . . in the 783,232 households of WSJS television's buying market, the 75 Piedmont Counties in North Carolina and Virginia.



Winston-Salem Greensboro High Point

Call Headley-Reed

#### SPONSOR ASKS

(Cont'd from page 55)

incompatible with any trainee system. We've tried to develop quality instead of quantity in our personnel. One item which indicates we're succeeding is our present payroll of 87 people against a monthly billing of about \$1.000.000.

But with the rapid growth of our agency, we have seen the need of growing our own crop of talent instead of buying it all in a fully-developed stage. Four years ago, we started our first n.ail-room training program. We try to hire young men who we judge to have good potential and have them run our mail room for three to five months. simultaneously giving them as much background as time will allow in the various agency functions. We make it clear to them that their office-boy functions are their prime concern and that their first promotion will depend on performance of that job, and not their ability to convince the secretaries that they're the brightest young future ad geniuses in the business.

It's a bit early to judge the success of this program, we feel. Eight young men have graduated from phase one and four of them are still with us. Of

76

the other four, one was called into the service and one decided to take his master's degree in advertising. Two didn't make it.

At the same time we have had a separate program aimed at developing promising young writers. On the general theory that it's easier to teach advertising than writing, our copy department has been hiring young professional writers for the last two or three years—not professional ad men. By professional writers we mean people who are trained in the art of writing. They have had novels or stories published, or they have written for newspapers and magazines. When it comes to writing, they're pros.

This brings to the agency, people of imagination and originality—and, just as important, people who have respect for the sound and meaning and rhythm of words. They give the agency fresh blood, fresh ideas—fresh writing.

Our plan for their development has consisted of teaching them to combine this writing ability with the kind of friendly selling we try to put in all our material. We figure it's possible to make an excellent ad man out of a writer and so far this development program has worked successfully.

#### RATINGS HIGHLIGHTS

(Cont'd from page 47)

100 new markets will have this servic before 1959 is out. Pulse will offe four-week reports in 140 market (radio and tv) by January. These ir clude all markets but the top 22 i radio and the top 26 in tv.

- Nielsen will be fully competition on the tv scene by fall of 1959. That target for the Nielsen Station Index 100 markets, with 75 of these expectato be covered by April.
- Responding to the ever-increasin demand for more particulars on the air audience, the rating services has been adding "qualitative" data to the reports. This includes details on aud ence composition, characteristics households reached and consum product information on broadcast aud ences.

The ultimate coverage of instantan ous ratings, despite the entrancin prospect of having figures while they's hot, is not expected to be as wid spread as other methods. ARB is tall ing about an additional 15 Arbitre markets but no specific target dat have been mentioned. Some Nielse people expect the Instantaneous Aud meter to cover no more than half dozen markets, network coverage e cepted.

The problem, as might be expecte is cost. "You can't turn it off," or Nielsen executive said, referring to it fact that instantaneous systems hat to be in operation 24 hours a day, 3 days a year. Telephone lines have be paid for as long as they're conceted. The question, therefore, whether the moderate- and small-siz markets can afford to support sur overhead.

Meanwhile, local tv measurement lestablished methods is growing far In addition to Nielsen, a big expansis is underway at Trendex, with new cireports set to appear ultimately inmarkets.



#### THE RATINGS SERIES

Stories on the syndicated rating services were run in these issues:

| The Pulse    | 20 Sept. |
|--------------|----------|
| ARB          | 27 Sept. |
| Γrendex      | 4 Oct.   |
| Videodex     | 11 Oct.  |
| C. E. Hooper | 18 Oct.  |
| C Ninlan     | I Nov.   |

To sell Indiana, you need both the 2nd and 3rd ranking markets.

NOW ONE BUY delivers both -

YOU NEED TWO TO RAKE UP in Indiana!

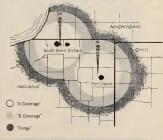


In this area of tree-lined streets, where Saturday's child sports blue jeans, alert advertisers cover two major markets -Fort Wayne and South Bend - Elkhart-with one combination buy which saves 10%. The coverage they get is inside coverage-locally loyal-vocally and visually superior. Take a tight close-up on this scene: 340,000 TV homes put it ahead of the 43rd market.\* 1,688,000 people make it bigger than all Colorado or Nebraska, Nearly \$3 Billion E.B.I. - and it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.

call your H-R man now!

















#### HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13



# Tv and radio NEWSMAKERS



Tad Jeffery has been elected vice-president of the Bulova Watch Company, Inc A native of Vancouver, B. C., he began his career in advertising in 1937, with JWT Chicago. In 1941, Jeffery joined the Pep sodent divison of Lever Bros. as assistant advertising manager. (At that time, Pep sodent was independently owned; it was acquired by Lever in 1946.) When all acquired by Lever in 1946.) When all

Lever operations were consolidated in New York in 1950, Jeffery moved to the Kraft Foods Co. in Chicago as product advertising manager in charge of all cheese products. He was subsequently named assistant advertising manager and then general advertising manager. In October, 1957, Jeffery joined Bulova as director of advertising, a position he will retain in addition to being named a vp. He is also a member of Bulova's Operations Committee.

James F. O'Grady, Jr. has been promoted to executive v.p. in charge of Young Television Corp. He has been with Young since 1955, as account executive and assistant sales manager in N. Y., as midwest sales manager and v.p. in Chicago and most recently, as N. Y. v.p. in charge of tv sales. For two years prior to joining Young. O'Grady was in the station relations de-



partment and manager of the network sales service department of the Du Mont Tv Network. From 1944 to 1953, he was with ABC in the guest relations, programing, business and radio and tv sales departments. O'Grady has a BA and LLB from St. Johns University and has done graduate work at New York University Graduate School of Dusiness Administration and Practicing Law Institute. He practiced law in N. Y. and before the U. S. Court of Military Appeals.



Edward T. Hunt has been appointed general manager of KBON, the new Balaban outlet in Dallas. He comes to the Dallas station from Minneapolis, where he was sales manager of Storz-owned WDGY. Hunt entered radio as an account executive at KOMA, Oklahoma City, in 1953. He moved to WDSU. New Orleans, in 1956, and six months later he joined WDGY.

L'unt attended the University of South Carolina, John Box, Jr., e-eeutive v.p., and managing director of the Balaban Stations announced two other appointments to their management team last week: Richard Morrison, formerly sales manager of WNOE, New Crleans, will be general sales manager of KBOX; Bernard Strachota, has been promoted to general manager of WRIT, Milwauker.



PRODUCTS OF

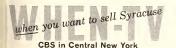
## SYRACUSE

#### ...important in the home!

Syracuse China, made by one of the many companies employing more than 500 people in the Syracuse area, is designed to suit the individual tastes of families everywhere . . .

Just as WHEN-TV programming is planned to suit the tastes of families throughout the whole of Central New York, making WHEN-TV one of the most viewed stations in the area.

To bring your product into homes in Syracuse and Central New York, place it on WHEN-TV view. A call to the Katz Agency or WHEN-TV commercial manager, Fred Menzies, will put it in the spotlight.



A Meredith Television Station affiliated with Better Homes & Gardens and Successful Farming Magazines KCMO KCMO-TV/KPHO KPHO-TV/KRMG/ WHEN /WOW WOW-TV Kansas City Phoenix Tulsa Syracuse/ Omaha



#### SPONSOR SPEAKS

#### Creative advertising and sterile statistics

One of the most significant new trends we've spotted in the advertising agency business is the increasing importance of creative men in top level agency management.

The recent appointments of George Gribbin as president of Y&R, and Robert Newell as president of Cunningham & Walsh, are only two examples of a pronounced shift toward copy-trained and creative-oriented executives in high agency positions.

Actually the trend marks a return to the old classic concept of an advertising man. Until recently the great majority of advertising heads came up through copy and creative ranks.

Now, after a period in which account management and marketing seemed to produce most of the top ranking agency executives, the pendulum is swinging back, and we believe it is a very significant change.

#### Why mere statistics are impotent

All branches of advertising, and particularly the broadcast media, have suffered in recent years because an overemphasis on, and overglorification of statistics.

Audience ratings, and costs-per-1,000, and coverage figures all have a definite and practical place in advertising procedure. All are valuable, up to a point.

But what is too often forgotten is that such statistics in themselves, are essentially sterile and impotent. They produce nothing, they create nothing. They are usually mere checks, made after the fact, and they can never take the place of the real blood of advertising which is, and always must be, the creative idea, and the creative mind.

Today every advertising field stands in need of more creative work. More creativity is desperately needed, for instance, in tv programing. More creativeness is needed in both tv and radio commercials. And the radio industry still stands in dire need of that "creative image" of itself, which alone can bring it the stature it deserves.

We welcome the swing toward creative men in agency management. We know it will help the air media.



THIS WE FIGHT FOR: More imagination, and vision among leaders of the broadcast industry. Air media have a power and social significance unequalled by any form of communication. They must have leadership and statesmanship, commensurate with their importance.

#### 10-SECOND SPOTS

Get-together: Sterling "Red" Quinlan, ABC v.p in charge of WBKB, Chicago, has just written a novel, "The Merger." The following is from an ABC release listing schedule of Quinlan's speaking engagements

"Friday, November 14—In Chicago. speaking before the Spring Air Mattress Company on "Merger in the Mattress."

Definition: Walter Scott, NBC TV vice president, referred to the recession as "an economic coffee break."

We serve: To sponsor's Readers' Service Department came an envelope from Ampex Corp. addressed as follows:

> Miss Adele M. Purcell Renders Service

Kiddie-cars: In four weeks, 18 spots on Atlanta's tv station WLW-A kiddie show Skipper Ray by local auto dealer Timmers Chevrolet resulted directly ir sele of 15 cars. Timmer offers the small fry free theater tickets for a phone call; \$10 if the tot persuades his family to buy a Chevrolet. Let's hope the Rolls Royce dealers never use to this way or we'll all be broke.

Shanghaied: Aftermath of a WABC TV New York, promotion party for Tugboat Annie which took the shape of a tugboat cruise around Manhattar was, for one guest at least, more excit ing than the party itself. This guest, a girl, fell asleep in a bunk sometime be fore the party broke up at 8:30 p.m She awoke around 4 a.m. in a work that was pitching and tossing. She was also quite alone. The tug was now ou en the open Atlantic, towing a string of garbage scows to the final disposa area. Her screams brought the crew on the double, but there wasn't much they could do. She had to remain on board until the tug returned to port a 9:30 a.m., and the skipper loaned he money for taxi fare home.

Reasons why: WIBG, Philadelphia recently received 600 entries to at Outer Space Essay contest. Among the responses were these reasons for want ing to go to the moon: (1) "To ge away from it all. (2) "My wife play the tuba. (3) "I'd like to know wha space looks like. (4) "I'm five feet tall weigh only 87 pounds and that shoule cut down the weight of the rocket."



BUY Radio when you buy media and you BUY the people that BUY BUY Balaban when you buy radio BUY KBOX when you buy Dallas

THE BALABAN STATIONS

in tempo with the times Represented Nationally by Robert E. Eastman

FASTEST GROWING STATION IN



#### ...with top CBS-ABC-NTA network programs in America's 37th TV marks

#### CBS

KODE-TV, WBOY-TV, WSTV-TV

52 Vanderbilt Ave., N.Y. • 211 Smithfield St., Pittsburgh Represented by Avery-Knodel, Inc.







WSTV-TV

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



is overwhelmingly the #1 network by the most significant business yardstick—total measured onsored hours. Why? Because of NBC-pioneered programming and marketing patterns like:

News-on-the-Hour Monitor Analysis Star Dust Imagery Transfer Concept Engineered Circulation Memory Vision

Audience Extension and Frequency

Network-Local Campaigns

# WHY BIG INDUSTRY IS MOVING

Nine of the country's leading industrial companies now spend \$34.6 million in network tv. Reasons: To reach their customers' customers, sell their brand image

Page 31

#### Behind the scenes of CBS Radio's 'consolidation'

Page 34

Are tv kid shows in for a change?

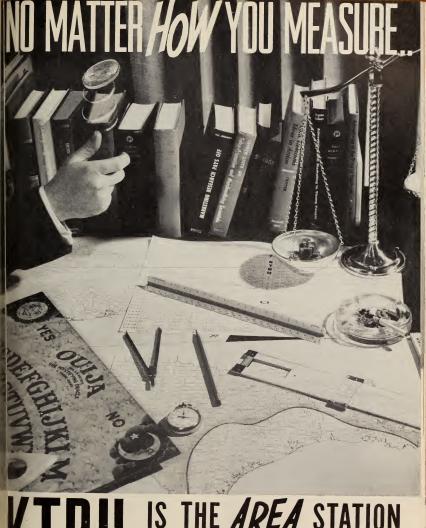
Page 37

'Knock-knock' radio spot saves a major industry

Page 41

DIGEST ON PAGE 2





# KTRH IS THE AREA STATION FOR SHARP TIME BUYERS\*

OUSTON, TEXAS . 50,000 WATTS . 740 KILOCYCLES

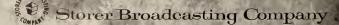
tepresented Nationally by PETERS, GRIFFIN, WOODWARD Inc. \*See ANY Area Survey

### Famous on the local scene.

"The First American Thanksgiving"

—a local celebration that became a
national institution because it is an idea
built on man's finest instincts.

Storer stations, important in their local communities, are known nationally, too, because they are built on the finest traditions of broadcasting—integrity, believability and, for the advertiser, achievement of their sales goals.



do Cleveland Detroit Philadelphia Wheeling Atlanta Miami Toledo Cleveland Detroit National Sales Offices: 625 Madison Avc., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill et known throughout the nation



#### on radio-

A prominent marketing man recently urged advertisers to recognize the "twin market" among farm people. He pointed out that the farm market is a twin market the consumer market for personal-use products, and the industrial market



"The Farmer's Wife" on KMA

for machinery, fertilizers, etc.

KMA-land is such a market. A big 69% of the people live on farms or in small towns of 2,500 or less (299,500 radio homes, 110,600 farm homes in 67 counties, NCS 2).

Over 33 years KMA has built a long record of successful case histories for top-ranking advertisers selling the industrial side of the twin farm market. Ralston Purina. International Harvester, Massey-Ferguson, Myzon, Dannen Mills and many others.

Now increased emphasis is being placed on using KMA to sell the other side of the twin market. Endorsement of this technique comes from the head buyer for Beaty Grocery Company of St. Joseph, Missouri, Mr. Lee Pemberton, Sr.

He buys thousands of food and drug items for 355 Hy-Klas food markets, 226 of them in the 4-state area served by KMA.

He says: "When it's advertised on KMA. I have to put it in most of our stores."

Super markets which dot the area prove that farm and city folks are the same when it comes to buying eigarettes, tooth paste and household cleaners. Except the folks in KMA's twin market have an werage income about three times the U.S. farm average.

Petry Knows Our Twin Market— Ask Him!





# NEWSMAKER of the week

Last week, at the picturesque Homestead in Hot Springs, Va., 700 members of the Association of National Advertisers gathered for their 49th annual fall meeting. There they heard some heartening news that will also cheer air media: a survey of ANA members shows that advertising expenditures are slated for a "substantial increase" in 1959.

The newsmaker: Paul B. West, publicity-shy, 66-year-old president of ANA, who revealed the results of the survey amidst the Homestead's southern splendor. The survey shows, West said, that "the pace-setters in many industries maintained or even increased their expenditures in 1958. Most of those who did reduce their appropriations, are now restoring those cuts for 1959."

From close analysis of the figures and trends revealed by the information provided by this cross-section of leading companies, West said that the following conclusions can be drawn:

1) Top management is showing increasing recognition of the power of advertising to cushion the effects

of a recession on sales and profits.

2) The experience of companies which are the leaders in their fields proves that sustaining a substantial investment in well-planned advertising in bad times as well as good is the best insurance for securing and maintaining the upward trend of sales and profits on an expand-

3) There are now a sufficient number of such companies who have a marked influence in countering a business downturn.

ing scale.



Paul B. West

The ANA study was based on analyses of 331 questionnaires on advertising and promotional expenditures in 1958 and plans for 1950. It covered ANA members in 33 different industry classifications who spend collectively over a billion dollars a year for advertising. Among the 33 industry classifications, 10 groups show a strong upward trend. These include soaps and detergents, clothing, confections. cosmetics, drugs, food, industrial machinery, farm machinery, transportation and home furnishings.

West, who joined ANA as executive director in 1932 after being sales and advertising manager of Union Carbide Co. and account executive of Murray Howe & Co., has long been a standout in advertising. Besides his accomplishments with ANA, West is a founder of both the Advertising Research Foundation and the Advertising Council. A graduate of Williams College (Class of 1914) and a lieutenant in World War I. West is also active in numerous advertising, social and civic organizations, relaxes with an occasional round of golf and enjoys sailing.

# NEWSMAKER STATION of the WEEK WIL applauds EASTMAN





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue New York 22, N. Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg San Francisco, Cal YUkon 2-9760

A BALABAN STATION ... IN TEMPO WITH THE TIMES



This is another in our series about successful people in advertising. Peters, Criffin, Woodward, Inc. Spot Television

## MARKETKNOWER

A gentleman who attributes his success to his knowledge of what goes on in every market, "I don't treat markets alike-because they're different" he says, with more than a little logic. "I cut my advertising pattern to fit my sales cloth."

Mr. Marketknower obviously likes to coin a phrase as well as money, and he uses Spot Television because it enables him to control his advertising in every

To help you know and sell the markets we represent we've prepared a "SELLERS HANDBOOK" for each one. They give you everything from A&P Stores to Water Hardness, and we'd like to send you any or all of them listed below.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

and the second s

| WEST     |                |   |     |
|----------|----------------|---|-----|
| KB01-TV  | Bolse          | 2 | CB  |
| KBTV     | Denver         | 9 | ABG |
| KGMB-TV  | Honolulu       | 9 | CB: |
| KMAU KHB | C-TV Hawaii    |   |     |
| KTLA     | Los Angeles    | 5 | INC |
| KRON-TV  | San Francisco  | 4 | NB  |
| KIRO-TV  | Seattle-Tacoma | 7 | CBS |

| WIDMES  |                      |    |         | EAST  |
|---------|----------------------|----|---------|-------|
| WHO-TV  | Des Moines           | 13 | NBC     | W87-1 |
| WOC-TV  | Davenport            | 6  | NBC     | WGR-1 |
| WDSM-TV | Duluth-Superior      | 6  | NBC-ABC | KYW-1 |
| WDAY-TV | Fargo                | 6  | NBC-ABC | WWI-1 |
| KMBC-TV | Kansas City          | 9  | ABC     | WIIM- |
| WISC-TV | Madison, Wisc.       | 3  | CBS     | WPIX  |
| WCCO-TV | Minneapolis-St. Paul | 4  | CBS     | KDKA- |
| WMBD-TV | Peoria               | 31 | CBS     | WROC  |
| SOUTHW  | EST                  |    |         | sou   |
| KFDM-TV | Beaumont             | 6  | CBS     | WLOS- |
| KRIS-TV | Corpus Christi       | 6  | NBC     | 11103 |
| WBAP-TV | Fort Worth-Dallas    | 5  | NBC     | WCSC  |
| KENS-TV | San Antonio          | 5  | CBS     | WIS-T |
|         |                      |    |         |       |

| WROC-TV | Rochester                      | 5     | NBC   |   |
|---------|--------------------------------|-------|-------|---|
| SOUTHE  | AST                            |       |       |   |
| WLOS-TV | Asheville, Gr<br>ville, Sparta | een   | rg 13 | Α |
| WCSC-TV | Charleston, S                  | S. C. | . 5   | C |
| WIS-TV  | Columbia, S.                   | C.    | 10    | N |
| WSVA-TV | Harrisonburg                   | , V   | a. 3  | Α |
| WFGA-TV | Jacksonville                   |       | 12    | N |

Detroit

Lansing

NBC

NRC 6 CRS

#### PETERS, GRIFFIN, WOODWARD, INC. SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK . CHICAGO . DETROIT . HOLLYWOOD . ATLANTA . DALLAS . FT. WORTH .

AND REDWIN



 Another indication of the willingness of WRBL-TV to come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.

#### Call HOLLINGBERY FOR

- · RATE DETAILS
- PRIME AVAILS
- PACKAGE PLANS
- TOP RATINGS
- · MARKET DATA
- PROGRAMMING
- PENETRATION





# **Sponsor** backstage

#### The webs' last stand

In 1949 total radio time sales were running about \$430,000,000. Of this about \$120,000,000 was network sales. By 1956 total radio time sales had climbed to close to a half billion dollars, but network sales had dropped to about \$45,000,000. Radio, as a whole, in short, has become increasingly healthy and strong, but web radio has been battling a losing fight ever since



1949, when the Association of National Advertisers and many of its key members, plus major agencies put the squeeze on the radio networks to slash evening and nighttime rates.

Each of the radio webs, in its own way, has tried to meet this somewhat horrifying economic challenge. It is no secret to anyone that the radio networks lost literally millions of dollars last year, and the year before. CBS's new "barter" plan for affiliates is the latest in the long line of network moves to come up with a solution to the dilemma. As revealed at the CBS Radio Affiliates meetings last week, the plan calls for CBS to cut back its programing service to diffiliates from about 90 hours a week to roughly 50 hours sweekly.

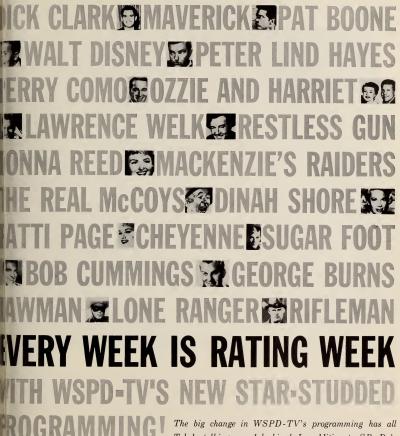
Affiliates will get about eight hours of newscasts per week to sell locally or for spots. In exchange for these top quality national newscasts the stations must carry, with no remuneration from the web at all, two hours of morning shows including items like Arthur Godfrey, Peter Lind Hayes and Mary Healy, Howard Miller (from Chi.) and Art Linkletter. They must also carry without pay two afternoon network hours, mainly soaps. And they must take 75 minutes of evening programs without pay, including a Lowell Thomas and a Ed Murrow show.

#### Economics or national welfare?

The affiliates accepted the CBS plan by almost nine to one (86 stations for, nine against with a few abstaining), but it remains to be seen what the result will be. It's a safe guess, I think, that one year from now—possibly even six months from now—the CBS Radio network will not be quite the same as it is today. Whether the web will be seriously damaged, of course, will depend on how many—if any—affiliates eventually disassociate themselves from the network and who these affiliates are. Obviously, if too many affiliates in major markets bow out, the web may have a problem which will lead to further changes.

It wasn't too long ago that Mutual instituted a "harter" approach with its affiliates and of course this network has changed hands twice in recent years. It wasn't too long ago, either, that rumors had it that ABC Radio was about to throw in the sponge. NBC Radio has also had its full share of the rough days, and still does.

This is a situation loaded with paradoxes. First, as stated, the networks are struggling for their economic lives at a time when radio as a whole is hitting new highs, and when local stations, like WCHV. Charlottesville, Va. bring \$200,000 on the sales block. Secondly, there has probably never been a time in the history of our country when the kind of instantaneous mass communications medium which is



The big change in WSPD-TV's programming has all Toledo talking—and looking! In addition to SPeeDy's mallenged news and sports coverage superiority, now all the top stars in television and movie business are seen on Channel 13, topped by the best films from UNITED ARTISTS, SCREEN GUILD, MPTV, NER BROS., RKO and MGM studios! Throughout the day and evening—all through the week—

VS)D-TV has the big-audience appeal to 477,800 ons and almost two million people. Get in on the ghange on SPeeDy and get big sales!

Represented nationally by the KATZ AGENCY

Storer Television

"Famous on the local scene"

WSPD-TV

TOLEDO

# Topeka has 1 TV Station WIBW-TV is it



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like

WIBW-TV SATURATES TOPEKA



#### ALL DAY - ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka Farm market.

- WIBW-TV commands the viewing oudience. Nate current survey figures:
- Share of Audience Monday-Sunday 7:45-12 N. 12 N.-6 p.m. 6 p.m.-12 Mid.
- 57.0% 50.3% 51.1%
  In the 447 rated quarter-hours . . WIBW-TV ranked FIRST.
- In the top 15 Once-a-Week shaws (with an average program rating of 44.13)...
  WIBW-TV had an average rating of
- WIBW-TV serves 38 rural and urban caunties in the heart of Kansos... where total grass income far 1957 was \$719,277,000.00. 1958 is a banner year.
  WIBW-TV saturates 218,190 TV hames.

#### Survey Figures Prove WIBW-TV's Value

 Nat even the cambined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Tapeka Farm Market, according to a current survey.

#### Share of Audience Monday-Sunday

7:45 12N 6 p.m. 12N 6

WIBW-TV CBS-ABC
Channel 13 Topeka, Kansas
REPRESENTED BY AVERY, KNODEL, INC.

Sponsor backstage continued . . .

represented only by network radio was so vitally needed for the public security and welfare. It would be a blow to our nation, far transcending business considerations if the radio networks were forced to go out of business. That network radio should be having such a desperate struggle to survive at this very time of the people's need for it strikes me as horribly tronic.

I have not seen it said before, either, that it is amazing that the men who run the networks—or at least ABC, CBS and NBC—don't simply fold the radio chain side of their operations. It is common knowledge that tv network profits are mighty fine, thank you, and owned and operated station profits, both on the video and radio sides are healthy, too. Why don't the network brass dump their radio webs, and unburden themselves of this major, impoverishing headache?

I think it speaks handsomely for their awareness of the necessity for running their businesses in the public interest, that they don't give up the ghost on net radio. For only on patriotic grounds can they possibly justify continuing to try to keep the radio networks together. Certainly no cold-blooded, intelligent, analytical business approach could justify their continuance.

I don't know a single network executive who sees any particular hope for the future of web radio from a profits standpoint, either—when you have him in the back room with his hair down. It would be nice to think that this struggle will be viewed with admiration, and that such admiration might be expressed in practical ways, by some people in certain quarters important to the networks. Like the U.S. Government, for instance. And like the major agencies and advertisers. But, of course, life is real and life is earnest, and I do not believe that a single Congressman, who has used broadcasting to get himself a little hotter reputation, is going to let up on the webs.

#### More liberal attitude needed

CBS's astute vice president, Dick Salant expressed the hope to the affiliates last week, that this happy change in some Congressional positions might occur. Regulatory powers, he said, may just possibly be forced to adopt a more liberal attitude on such items as network ownership and option time in order to assure radio's well-being. I'll believe it when I see it.

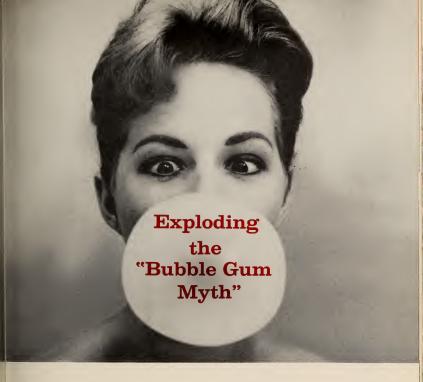
And agencies and advertisers can hardly be expected, either, to buy network radio to any greater degree than network radio proves itself important and useful to them as advertising and merchandising vehicles.

Nevertheless network radio has managed to survive thus far, and I hope it will manage to survive for many more years to come. For while local radio in hundreds upon hundreds of cases has done a truly exceptional job of serving the people, and while the ever-increasing public service awareness of local broadcasters may pick up part of the slack of diminished network service, we would all suffer in the final analysis if network radio ceased to exist.

#### Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.

See "What CBS Radio consolidation means to admen," p. 34



"Color Radio" sells more than bubble gum. "Pulse Audience Composition — Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarter-hour, KFWB pulls listeners in 68,608 homes...racks up a total audience per quarter-hour of 101.540.

KFWB, because of its overwhelming total audience,

delivers your sales messages to more men dollars, more women dollars...and more teen-age dollars than all four Los Angeles network stations COMBINED!\*



Don't just sit there with gum on your face. Buy KFWB... first in Los Angeles It's the thing to do!

Hooper August-September 1958 KFWB 25.5% share



6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

## **ARROW PRODUCTION**

a new service of ITC

NOW!

Flexibility! . . ARROW is designed to fit your needs, whether you require one series or a dozen; whether you want a series for a single run or multi-run stripping needs. Created specifically for television. ARROW's programs provide a tailor-made, streamlined service for you.

Program Counselors to Serve You!.. Both field organization and administrative heads are a team dedicated to work with you. Their broadcasting experience averages 12 years and 3 months per man-on the buying and station programming side of the desk, as well as in sales,



The ADVENTURES of TUGBOAT ANNIE

The HALLS of IVY

Situation Comedies — to Build Audiences in Any Time Period!



**NEW ADVENTURES of CHARLIE CHAN** 

# ans PROGRAMMING for PROFIT!



LAST OF THE MOHICANS

MONTE CRISTO

late Afternoon Action Strip to Build Audience!

write, wire or phone today ...

## ARROW PRODUCTIONS

488 Madison Avenue · New York 22 · Plaza 5-2100

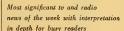








AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.





#### SPONSOR-SCOPE

15 NOVEMBER 1958
Copyright 1858

You'd be safe in picking this as today's No. 1 problem for major agencies in network tv:

Where are they—or the networks—going to get shows good enough to take the place of the growing contingent already suffering from the rating stumbles?

The key to the problem is just one word: dearth. It ranges over the whole spectrum of program creativity—ideas, producers, personalities, writers, etc.

Some agency showmen—with tongue in cheek, of course—wisecrack that if anybody's to blame for this situation it's ABC TV. Ever since that network has been flexing its muscles as a competitor for viewer attention, a program has to be far above the norm to survive the three-way horse race.

But a significant sidebar to the situation is this comment by the tv director of a top-ranking agency:

"As low as some of this season's ratings are, the shows still are a better circulation buy than print. Under the circumstances you try to better your position; but you don't quit."

Fram, manufacturer of oil filters for cars, will be making its debut in radio the early part of 1959 via Marschalk & Pratt.

Its objective: the spring changeover. Radio will get about 50% of the budget.

Madison Avenue timebuyers this week reported that—even with the election out of the way—the market for spots in tv is tighter than ever.

Some of the buyers note, ironically, that the situation has put timebuying on a strictly card-rate basis. Says one: "If you're interested in prime spots, the only way that an advertiser who is on a plan can be displaced is by offering to pay the maximum card-rate."

Madison Avenue pundits see the gubernatorial victory of Nelson Rockefeller in New York as a significant lesson for the advertising business.

Aside from pointing up the tremendous power of tv. Rockefeller's success proved that the personality or image factor counts a lot more than classic argument.

The same basic principle, these admen observe, can be applied to product and company selling. People react more warmly to things that are earthily simplified by an illuminating personality.

Further proof of this dictum: The sales records achieved by such powerful air media testimonial personalities as Godfrey, Linkletter, Moore, Furness, McNeill, et al.

In line with the Rockefeller item above, watch this:

Bristol-Myers' Don Frost will be rendering a testimonial in connection with B-M's renewal for 1959 of the Trushay schedule on NBC Radio (via BBDO).

The campaign—costing around \$450,000 per annum—might be described as the happy result of mixing the right medium (radio) and glamour. The glamour contributor is Madeleine Carroll, who has the twin function of doing the commercial and weaving a personality image for the product.

Elgin Watch can be expected to spend more and more in spot tv on an annual basis if its present pre-Christmas push turns out a winner.

As has happened to other watch people in the upper-price category, Elgin's share of the market has been whittled down by the makers of cheaper timepieces.

Commercial commentary: Elgin is highly pleased with the reaction it's getting at real counters with the current commercial that features a baby and a dog—a combination that's more obviously associated with a baby or dog food.

Also add Stripe toothpaste to the list of tv converts:

Lever seems decided to up its expenditures appreciably.

The brand, 90% of whose budget currently is non-tv, is beginning to catch fire in a big way, showing signs of overtaking both Ipana and Pepsodent in share-of-market.

(Credited for jacking Stripe out of what at first looked like an uncertain destiny: the copy platform which sells it both as a dentifrice and mouthwash.)

Sympathize with the station commercial manager whose present spot portfolio includes General Baking, Mrs. Filbert, and Maxwell House regular coffee.

All three accounts have just recently changed agencies, and the commercial manage can't help expecting the successor agency to recommend something different in the way of media usage.

General Baking goes from BBDO to Compton; Mrs. Filbert from SSCB to Y&R; and Maxwell House vacuum pack from B&B to Ogilvy, Benson & Mather.

Another illustration of how advertising weight affects the media seller in a merger: Stations running campaigns from both R. J. Reynolds and Warner-Hudnut are beginning to calculate the maximum discounts now due them as a combination.

Background note: Reynolds' buy-out of W-H is believed in the trade to be a hedge against any potential slumps or reverberations against the cigarette field (cancer, etc.). The decision to diversify came after Reynolds—so the report goes—pondered that it had \$100 million in tobacco inventory.

Chicago rep salesmen say there's a growing comradeship between themselves and agency account executives.

They think the kindred age factor—most rep salesmen and accountmen are in the 32-35-year-old bracket—has a lot to do with it

35-year-old bracket—has a lot to do with it.

In any event, the reps on the tv side find themselves being consulted more and more by account people in the initial planning stages.

The only rub to this burgeoning relationship is that some timebuyers don't relish the implication of being bypassed.

Look for Schlitz (JWT, Chicago) to revamp its tv station lineup so that this list will have a closer kinship to the company's tightened marketing structure.

Even though Schlitz is depending more and more on spot to maintain or widen its shareof-market, the apparent trend is toward reducing the number of stations and concentrating more money on those that are left.

As part of the Schlitz restyling of its spot commitments, there'll be more stations with weekly multi-syndicated show schedules. Already in Chicago and Milwaukee it is sponing five half-hour shows a week.

Like advertisers in other fields, Schlitz is moving in the direction of firming up the markets where its position or potential is strongest—as against spreading its promotional resources over too wide an area.

Note: Schlitz's expansion of its tv spot budget will not affect its alternate week Playhouse on CBS TV.

NBC TV this week was still debating whether to adopt a policy of selling minute announcements on its less-than-premium-rating programs.

Data which the network meanwhile has compiled tends to show that if minute participations were priced somewhere between \$20-25,000, the sale of these various pieces would add up to about what the network would gross from a single sponsor.

NBC TV's top brass (despite the fact that both CBS TV and ABC TV sell such segmentally regards the concept as too revolutionary a departure from the economics of network operation; also it could affect the status of the network vis-avis its affiliates.

The plus margin of the joint billings for the three tv networks between 1957 and 1958 is narrowing down to 3.7%.

That was the percentage difference between the \$42,451,143 gross garnered by the trio this September with the tally for a year ago.

The breakdown of individual network sales for this September (as reported by LNA-BACTV, 86,627,093, plus 16.2%; CBS TV,, \$19,415,705, minus 2.6%; NBC TV, \$16,408,345, plus 7.3%.

Gross for the first nine months of 1958: \$408,157,593, plus 10.6%.

Notice how many of the top-rank network tv advertisers have back-to-back half-hour programs on nighttime schedules this season.

These include P&G (with two examples), Lever, American Tobacco, General Foods, American Home, Kraft, S. C. Johnson and Brown & Williamson.

What's gained by this half-hour back-to-backing: (1) Savings in rates (adjacent half-hours are eligible for the favorable hour rate); (2) the risk is reduced by having two different shows instead of a one-hour show; (3) competitive products can be spread over two shows instead of crowding them into a single-hour show; and (4) more different homes can be reached with two separate programs.

Latest mail order house to latch onto air media for a pre-Christmas push is Star Import, Inc., in Chicago, via the Fitzmorris agency.

The campaign—running from the current week to 9 December—covers 50 top radio markets and the buys comprise 15-minute newscasts and two-minute early a.m. announcements, which are apparently becoming more and more acceptable to radio stations.

This is the week (17-22 November) wherein the tv industry via stations throughout the country puts the spotlight on its achievements and goals.

It's the week in which tv tells of its growth as a social force, a means of entertainment, culture and education and a great contributor to public services.

The theme for the week: Nothing brings it home like television.

The five-minute program still is by far the most popular segment among network radio advertisers, according to a breakdown made for a typical week by NBC Radio. During that typical week the total minutes sold by various segments were:

| PROGRAMS   | NBC MINUTES | CBS MINUTES | ABC MINUTES |
|------------|-------------|-------------|-------------|
| 1 Hour     | 0           | 0           | 60          |
| 30 Minutes | 150         | 0           | 300         |
| 25 Minutes | 50          | 0           | 0           |
| 15 Minutes | 165         | 390         | 75          |
| 10 Minutes | 0           | 100         | 0           |
| 5 Minutes  | 845         | 290         | 220         |
| TOTAL      | 1 210       | 780         | 655         |

As for participants, from two minutes down to 6 seconds, during that typical week, the total ran; NBC Radio, 984 minutes; CBS Radio, 741; ABC Radio, 190.

The comparative percentages of the total time sold by all three networks that week; NBC Radio, 48.1%; CBS Radio, 33.4%; and ABC Radio, 18.5%.

-

Spot ty grossed \$113,184,000 for the third quarter of 1958, according to TyB's projection of Rorabaugh-collected data. This marked the biggest third quarter in history.

The estimated gross is based on billings for 317 tv stations and represents an increase of 21.6% over the same 1957 period. were this third quarter's gross estimated on the same stations base (277) as used in 1957 and 1956, the plus margin would be 19.5%.

TvB's estimated gross for spot the first nine months of 1958: \$362,599,000.

.

Judging from corridor talk. ANA members attending this week's annual convention in Hot Springs, Va., seemed most interested in such topics as private brands, the flood of new products, inflation ahead, and rising tv costs.

National ad managers listened attentively to any suggestion on how to contend with the mounting battle with local brands. (See 30 August SPONSOR, page 29.)

Biggest turnout was for the session on new products.

-

Cunningham & Walsh's latest report on its continuing Videotown study has a big surprise—for radio.

Housewives, the report shows, have returned to morning listening in droves. The average housewife in Videotown listened to her radio Monday through Friday mornings a total of 5 hours and 48 minutes this summer. That represents an increase of 109% over the summer of 1957.

(For Videotown's tv findings, see WRAP-UP, page 64.)



At the time SPONSOR-SCOPE went to press, the chances of an AFTRA strike were hanging by a thread—with neither side the least hopeful of avoiding it.

Some progress had been made on compromising the smaller demands, but the negotiators were tripping over these AFTRA demands: (1) discontinuation of network service to an affiliate on AFTRA's unfair list; and (2) AFTRA's complete control over television re-uses.

Meantime AFTRA members were put on notice to report to the union calls on any teletape jobs—either programs or commercials—so that it can maintain a check on what steps are being made by advertisers and networks in anticipation of a strike.



The fact that Howard S. Meighan has lined up his Videotape Productions with the IBEW this week revived talk by New York independent commercial film producers that his operation is allied in some way with CBS.

The core of the allegation: Videotape Productions is the only tv tape setup (outside of CBS) to sign a contract with the electrical union.

Some of the complications facing tape users in the New York area: (1) NABET, which has command of technical operations at NBC TV and ABC TV, has let it be known that it will not handle tape made by other unions; (2) the independent producers are committed to the stagehands union and are this week considering a proposal to use WNEW TV's facilities—to be known as Metrotape Center in contrast to Meighan's Videotape Center—on a job-by-job hasis.

There are no signs of an early solution to this complex clash of union authority.

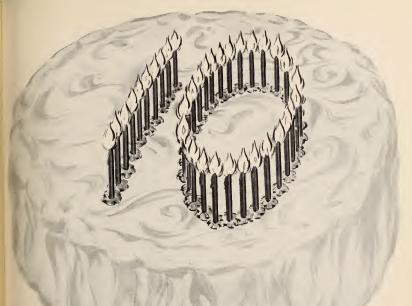


The SRA is toying around with the idea of investing \$50,000 in a teletape machine so that reps can show prospective clients playbacks of shows, etc., from their stations.

Tape studios in New York are charging \$200 an hour to run off a tape, but where the real drawback comes in is getting a sizeable audience together on any specified date.

-

For other news coverage in this issue, see Newsmaker of the Week, page 6: Spot Buys, page 52; News and Idea Wrap-Up, page 64; Washington Week, page 61; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 76; and Film-Scope, page 59.



Hardly seems like ten years since Blair-TV became

# television's first exclusive national representative

The cake says "Anniversary" - just ten years since Blair-TV egan operations in November of 1948, as television's first xclusive national representative.

In those ten significant years, television has outdistanced all ther forms of national advertising.

The TV-homes total has leaped from 172,000 in early 1948 o more than 43,500,000.°

Spot television, barely started with 9-million-dollar volume n 1949, is headed toward a 400-million dollar year in 1958.

Yes, in ten significant years television has proved itself the lost powerful selling force ever developed. In that development, Blair-TV has taken an active part.

From the outset Blair-TV followed principles thoroughly

proved by the experience of John Blair & Company in station representation, including:

Development of a mature staff to concentrate on television exclusively.

Constant selling-through to decision-levels both with agencies and advertisers.

Limitation of our list to stations and markets we could sell

The start of our next ten years provides a fitting occasion to express our deep and sincere thanks to the stations listed below-stations whose alert cooperation has enabled us to help advertisers take full advantage of the almost-limitless selling power inherent in Spot Television.

\*TvB estimate - 10/15/58

NATIONAL REPRESENTATIVE

Albany-Schenectady-Troy WJZ-TV - Baltimore WNBF-TV - Binghamton WHDH-TV - Boston WBKB - Chicago WCPO-TV - Cincinnati WEWS -- Cleveland

WBNS-TV - Columbus

KFJZ-TV -- Dallas-Ft, Worth WXYZ-TV - Detroit KFRE-TV-Fresno

WNHC-TV Hartford-New Haven KTTV -- Los Angeles WMCT-Memphis

WDSU-TV - New Orleans WABC-TV -- New York WOW-TV - Omaha

WFIL-TV -- Philadelphia WIIC-Pittsburgh KGW-TV - Portland WPRO-TV - Providence KGO-TV - San Francisco KING-TV-Seattle-Tacoma

KTVI - St. Louis WFI A-TV. Tampa-St. Petersburg

NOW IN PRODUCTION GREA'

> 9 MONTH AVERAGE OF 50 MAJOR MARKETS

delivers

SHARE OF AUDIENCE!



**SMASH** SHARE AND

figures from coast-to-coast!

KING.TV SEATTLE-TACOMA

SHARE OF AUDIENCE 25.8 Rating ARB, April '58

2-Station WBRC-TV BIRMINGHAM

61.7% SHARE OF AUDIENCE 29.2 Rating ARB, June '58

WSPD-TV TOLEDO

**72**.1% SHARE OF AUDIENCE 17.3 Rating ARB, Feb. '58

3-Stotion WBAL-TV BALTIMORE

**56.4**% SHARE OF AUDIENCE 25.1 Rating ARB, Aug. '58

WTVJ MIAMI

**66.2**% SHARE OF AUDIENCE 25.7 Rating ARB, July '58

> 2-Station KSLA-TV SHREVEPORT

SHARE OF AUDIENCE 26.3 Rating ARB, May '58

CHIC 30 SHARE OF IDIEN

7-Ston

NEW YOU CIT

SHARE OF JOIEN



# LOYD BRIDGES

CLEELAND 2.4% RE AUDIENCE

3 stion

CRMENTO

7.3%

ARE AUDIENCE

WGR-TV BUFFALO 68.7%

SHARE OF AUDIENCE 23.5 Rating ARB, Feb. '58

> 2-Station WBTV CHARLOTTE

60.2% SHARE OF AUDIENCE

4-Station WJBK-TV DETROIT 74.8%

SHARE OF AUDIENCE 17.8 Rating ARB, Aug. '58 2-Station

WHAS-TV

LOUISVILLE

66.6%

SHARE OF AUDIENCE

34.8 Rating ARB, June '58

WDSU-TV NEW ORLEANS 54.8%

SHARE OF AUDIENCE 28.1 Rating ARB, June '58

2-Station KDKA-TV **PITTSBURGH** 

80.9% SHARE OF AUDIENCE 35.5 Rating ARB, Mar. '58 Television

how to keep top giveaway shows on top

Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist.

The S. Jay Reiner Company is a nation-wide merchandising organization providing ideas, free prizes and a completely coordinated service for Radio and TV stations.

One such client, Station KTUL-TV of Tulsa, Okla. writes:

of Itisa, ORIA: "We had excellent success with 'Play Marko', due in no small part to the excellence of the prizes. I heartily recommend the S. Jay Reiner Co., to anyone."

D. Jay Kumur Company, Inc.

155 Mineola Blvd, Mineola,N.Y.

TELEPHONE: Ploneer 7-5300

Eleven Years in Business •

Eleven Years of Dependability



WAX REALLY SHINES!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case historics and discuss your sales problems.

Put "GEE" in your Chicaga sales with





# Timebuyers at work

Bob Palmer, Cunningham & Walsh, Inc., New York, comments, "What buyer wouldn't like to have a file with an analysis of coverage, personalities and programing of each station in every market? The need for this information, precisely presented, takes on a new importance with the broadening of programing differences. Recently

the National Association of Television & Radio Farm Directors took a giant step in this direction and they are to be commended. The association is the first major segment of spot broadcasting to compile this data. Sending out a four-page outline, "Farm Market Facts Sheet," they requested each member station to provide, in similar form, information on number of farms and agricultural practices, a biography of its farm



practices, a Diography of the latter department and director, a list of advertisers, and success story data. for distribution to advertisers. Broadcasters everywhere should watch the progress of this fact sheet with an eye towards eventually putting out their own fact sheets to cover every phase of the industry.

Hal Kirk, Mohr & Eicoff, Inc., New York, notes that sudden change has long been characteristic of mergers in the publication field. "Under new management," Hal says, "magazines and newspapers have been observed to switch emphasis from serious matters to subjects as big as Jane Russell's publicity. Today, radio and tv stations.

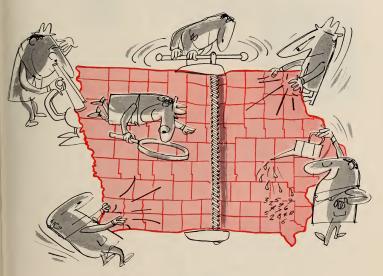


city. Tous, ration and it samous no less than print, are subject to diversification and acquisition. After absorption, they frequently change management and along with it, there's a change in personality. In the process of adjusting his schedules to the change, the buyer should probe and testavoid placing undue reliance on any single factor such as power, affiliation, surveys or signal strength. A change in management change a station overnight and

make it a local favorite. Conversely, numerous stations built up through aggressive programing, publicity and promotion, lose their stature through a diminuation of such efforts. A station's personality counts for a great deal, and it's a wise buyer who knows all about it."

#### Dept. of Amplification,

or a Statement About Understatement, or Shrinking Iowa, or Growing Iowa, or So Big is Iowa, or Who Watered Those Figures?



Our attention has been called to the Statistical Abstract of the U. S., which states unquivocally that the area of Iowa is 56,290 square miles.

We recently imputed to a fictitious character under depth analysis the statement that Iowa contained 56,280 square miles.

This set us off on an extensive half-hour research project which, now that it's completed, makes us think we should have ignored the whole thing, passing off the tenmile difference as typical of the way we understate.

Our authority for the original statement was Webster's New Collegiate Dictionary. The American College Dictionary concurs. So does the Tour Book of the AAA. The Columbia Encyclopedia says 56,147. Webster's New International (Second Edition) says 56,147 including inland water. Turns out that all of our figures include inland water, variously quoted at 245 or 294 square miles.

Well, that's the way it goes. Iowa—real, honest-to-goodness down-to-earth-type Iowa—eonsists of something like 35,564,853 acres\*, 34,045,000 of which are in farms. The authority for the first figure is the Iowa Development Commission; the second came from the Statistical Abstract of the U. S. (Bureau of the Census). What's more to the point: WMT-TV dominates three of Iowa's six largest eities and covers well over half of the tv families in Iowa.

#### WMT-TV

CBS Television for Eastern Iowa
Cedar Rapids-Waterloo

Represented Nationally by The Katz Agency, Inc.
Affiliated with WMT Radio, KWMT Fort Dodge.

\* The Missouri River has a snaky way of changing course. What's Iowa today may be gone tomorrow. But not far, Or much.



's at KJEO-TV

ONLY SQUARE - SHOOTING TIME BUYERS HAVE WE, TRY US! K JEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.

In the Syracuse Market

# WSYR COVERS \*80% MORE RADIO HOMES Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds \$2½ billion annually.

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

\*Niction
Ceverage
Service No. 2

Represented
Nationally by
HENRY I. CRISTAL CO.

5 KW · SYRACUSE, N. Y. · 570 KC



# 49th an Madiso

## World series in Canada too

In your 10-second spots column of the October 25th issue, you mention a New York ad man being in Toronto during the World Series.

I'd certainly hate to have our agency entrust any of our accounts with this Madison Avenue representative! I would suggest that on his next trip to Toronto (if he's still employed!) he rent a hotel room instead of wandering the streets at night. Yes, we do have television in Canada!! And yes, the World Series was telecast over 37 stations on the CBC network on Sunday afternoon!! Toronto is one of the network stations, and if our New York ad man was at the CBC on Sunday. I'm sure he might have found a set in operation!

In addition, Toronto has six radio stations and three daily newspapers any of which would have been pleased to give our friend the score and it sure sounds as if he doesn't know it.

I hope I haven't placed our adman's job in jeopardy as he should have some reason for justifying his expense account on his trip to the CBC.

Incidentally, where was he?

J. Paul Moore Media Director Needham, Louis & Brorby, Ltd. Toronto

#### French's success

We have read with understandable pleasure the article entitled, "French's Terrific TV Sales Success" appearing in the October 4 issue of sponsor.

Because of its highly readable nature and the organization of its factual material we would like permission to reprint this article, with appropriate credit to spoxson, for distribution to our salesmen.

Thank you very much and our congratulations on an excellent job.

D. E. Grossfield Sales Department R. T. French Co. Rochester

As always, reprint permission is granted with he usual credits to SPONSOR,

#### Basics book

The need for additional copies of Sponsor Magazine's Television and Marketing Basics reprints which I had, has been filled.

I should like to say that these two pieces certainly perform a most important function in our industry.

W. B. Colvin adv. and sales prom. mgr. WBZ-TV, Boston

#### Alaskan agency

Effective with the receipt of this letter, please enter my subscription for the duration of one year to your magazine \$F0850R. In view of the great distance and of the slowness of the overland mail system to Alaska—please send each copy to me via AIRMAIL.

We are quite interested in advising people in the other 48 states that there is an Advertising Agency whose services are available for Alaska.

Thank you very much for filling the above requirements—and for one of the most informative "trade magazines" that I have had the pleasure of reading.

Barbara M. Harrison

Barbara M. Harrison Media analyst Shelmerdine Agency Anchorage, Alaska

Anchorage, Alaska

SPONSOR welcomes this new Madison Ave.
extension to its readers' circle.

### Error noted

I have just looked through your August 30th issue and note a palpable error in the reference to hockey on page 19.

John Reed Kilpatrick Chairman of the board Madison Square Garden Corp., New York

The figure General Kilpatrick is referring to is \$200,000 for 20 hockey games on CBS TV. the figure should have been \$1,200,000, covering one the grees cost for rights, time, production and discussions to a superior of the package "ownes to around \$200,000.

#### Negro issue

I would appreciate if you would send me two copies of your annual publication (issue) on the Negro Market (1958).

The issue last year was very informative, interesting, and enlightening.

A. Howard Freund Div. mgr., Chattanooga Medicine Co., Hillside, N. J.

SPONSOR's 1958 Negro issue was published
 Sentember



# THE BIGGEST NEW





# FALL-THIS FALL

Buying
HETIME CHANGE
THIS FALI

THIS INCREASINGLY IMPORTANT TWIN CITIES MARKET

all the way

BIGGEST SHOWS OF ALL — THIS FALL
BIGGEST AUDIENCE INCREASE OF ALL — THIS FALL
BIGGEST BUSINESS INCREASE OF ALL — THIS FALL

LOWEST COST PER 1,000 OF ALL - THIS FALL



WTCN-TV
ABC TELEVISION
MINNEAPOLIS-ST. PAUL

# FLORENCE the milky way market

# Buy selling time with WBTW!

Accurately measure your advertising investment with results in Florence, "the Milky Way Market."

More than 121 National Advertisers are enjoying satisfying sales results by using WBTW, the only VHF Television Station in the entire 78-mile area.

Selective programming from all three networks creates perfect adjacencies for your product. The potential: One Million with One Billion!

BUY SELLING TIME WITH WBTW! Call CBS Television Spot Sales.



JEFFERSON STANDARD BROADCASTING COMPANY

# Why big industry is moving into tv

- Nine leading industrial companies are spending about \$34.6 million in network tv
- The reasons: create product acceptance, brand images, sell customers' customers

Next Wednesday night, 19 November, U.S. Steel plans to launch the first in a new series of television commercials on the U.S. Steel Hour (see storyboard excerpts at right). The strategy: to create a new image for steel and products made with steel.

Advertising to reach your customers' customers is nothing new, of course. Most of the major "industrials"—those companies which specialize in intraindustry goods—have long realized that the more their customers sell, the more they, too, will benefit.

But the real change, and the trend that has developed only in the last two years, is the growing use of network television by these "industrials." This year alone, nine of these companies will spend a total of \$35.6 million in network tv (sponsor estimate, see chart); one company, Alcoa, last month more than doubled its net tv budget (from \$3 million to \$6.2 million) with the addition of a new ABC TV show starting in January. Other companies have spent

## HOW U. S. STEEL CREATES A NEW IMAGE VIA TELE<u>VISION</u>



1 Selling customers' customers in a major job of tv campaign



2 Product acceptance is another important objective



3 Brand image is built via a new "Steelmark" emblem

## HOW "INDUSTRIALS" GOBBLE UP NET TV TIME

| Company                | 1953        | 1954         | 1955        | 1956        | 1957        | 1958 (6 mos.) |
|------------------------|-------------|--------------|-------------|-------------|-------------|---------------|
| Aluminium, Ltd         | None        | \$223,438    | \$546,131   | \$574,365   | \$463,309   | \$356,067     |
| Aleoa                  | \$811,929   | \$1,320,122  | \$1,746,930 | \$2,285,215 | \$2,070,723 | \$730,653     |
| AMF                    | \$446,856   | None         | None        | \$67,082    | \$376,658   | \$265,767     |
| Kaiser Industries      | \$688,049*  | None*        | None*       | \$994,841   | \$2,106,996 | \$1,807,932   |
| Libby-Owens-Ford       | None        | None         | None        | None        | \$872,040   | \$811,605     |
| Pittsburgh Plate Glass | None        | None         | None        | None        | \$312,560   | \$384,175     |
| Reynolds Metals        | \$1,231,545 | \$1,722,819  | \$1,805,609 | \$2,085,629 | \$2,324,721 | \$806,356     |
| Sperry-Rand            | \$492,543†  | \$1,042,779† | \$1,910,957 | \$3,139,404 | \$4,257,142 | \$1,516,470   |
| U. S. Steel            | \$242,720   | \$1,405,206  | \$1,800,440 | \$2,033,971 | \$2,514,090 | \$1,379,885   |

<sup>\*</sup> Kaiser Motors Corp. and Kaiser Aluminum & Chemical Corp.

as much or more in this year's first half as they did in all of 1957.

Why this flirtation with network television? A survey of the "industrials" turns up these three reasons:

- Network tv has demonstrated conclusively that it can change brand images overnight. Thus U.S. Steel, when it wants to convince consumers that steel "lightens your work, brightens your leisure, widens your world," uses network television to do the job most swiftly and effectively.
- 2) The vast coverage of network television—its ability to reach out so broadly—is ideal for establishing a brand name rapidly and widely. Libby-Owens-Ford, for example, in about one year has made L-O-F Safety Plate glass a household name across the US.
- 3) Network tv, perhaps more than any other medium, is adaptable to strong retail merchandising, promotion, and penetration. Almost all of the "industrials" get extra mileage from retail merchandising of their tv shows and in some cases as with U.S. Steel's "Operation Snowflake"—the primary objective is to stimulate dealer enthusism.

This swing by "industrials" to network tv has had considerable effect, not only in terms of consumer acceptance (of such items as aluminum, stainless steel, safety glass, etc.), but also on the advertising agencies involved. Fuller & Smith & Ross, for one, with two of its clients (Alcoa and Libby-Owens-Ford) using network tv to sell their customer's customers, has thereby added about \$6.5 million (by SPONSOR estimate) to its billing, bringing it up to about \$46 million.

#### 1. Steel Pioneer

U.S. Steel was one of the first of the "industrials" to get into this type of advertising. In the late 1940's, U.S. Steel was approached by a food packer who was having trouble moving one brand off the shelves. U.S. Steel isunched a small campaign, sold the food brand out, and began to wonder whether it hadn't found a good thing.

The steel giant decided that since it wasn't competing with other steel makers in terms of price, quantity or delivery, there was only one area left in which it could compete: service. And Steel concluded that the best and most profitable service it could offer was to help U.S. Steel customers sell their goods.

Thus "Operation Snowflake" was developed, and has grown (since its inception in 1954) into one of the biggest retail promotions in any industry. Aimed at encouraging consumers to give major household appliances as Christmas gifts (and also to stimulate dealers to push appliances as Christmas gifts), "Operation Snowflake" has now become the classic example of helping your customers sell their goods.

But U.S. Steel didn't stop there. Last year, Steel hired researcher Alfred Politz to survey consumers on what they thought about 1) steel in general, and 2) U.S. Steel in particular.

Politz discovered (among other things) that consumers thought of steel in terms of construction, industrial uses, and automobiles. The "profile" of the product was described in terms of "strong, reliable, and good." But consumers tended to take steel for granted, and definitely did not think of steel in such positive terms as "light, bright, and modern."

Thus, to capitalize on steel's existing favorable image, and to modernize it, U.S. Steel hired industrial designers

<sup>†</sup> Remington Rand Inc.: no net ty for Sperry Corp.

Source: LNA-BAR (time costs only)

#### WHAT "INDUSTRIALS" NOW ARE BUYING IN NET TV

| Company                | Agency                          | Show  | Network                    | Time-Talent† | Spot tv |
|------------------------|---------------------------------|---|----------------------------|--------------|---------|
| Aluminium, Ltd         | JWT                             | Omnibus   | NBC TV                     | \$1,000,000  | Yes     |
| Alcoa                  | F&S&R                           | Alcoa Theater *New Alcoa Show                     | NBC TV<br>ABC TV           | \$6,200.000  | No      |
| AMF                    | C&W                             | Bowling Stars                                     | ABC TV                     | 83,500,000   | No      |
| Kaiser Industries      | Y&R                             | Maverick  | ABC TV                     | \$4,500,000  | No      |
| Libby-Owens-Ford       | F&S&R                           | **Coll. football                                  | NBC TV                     | \$2,000.000  | No      |
| Pittsburgh Plate Glass | BBDO                            | Garry Moore                                       | CBS TV                     | \$3,200,000  | No      |
| Reynolds Metals        | Buchanan<br>Clinton E.<br>Frank | Disney Presents<br>All-Star Golf<br>Opu, Daybreak | ABC TV<br>ABC TV<br>ABC TV | \$7,500,000  | No      |
| Sperry-Rand            | Y&R                             | Guusmoke  | CBS TV                     | 82,700,000   | No      |
| U. S. Steel            | BBDO                            | U. S. Steel Hour<br>Arthur Godfrey                | CBS TV                     | 85.000,000   | No      |

Lippincott & Margulies to redesign both the U.S. Steel logo and to design a new emblem: the "Steelmark." Out of it came the new series of U.S. Steel commercials aiming to show how widely steel is used, and how steel "lightens your work, brightens your leisure and widens your world."

But again the question arises, why use anything as big and expensive as network television to promote a product which doesn't carry your brand name and an industry in which you only have 30% of the total market? U.S. Steel's general advertising manager T. W. Norton explains it this way:

"In a task of expanding markets and enlarging acceptance and awareness such as this, the position of the materials producer's name is obviously of secondary importance. The primary task is to create a preference for products made with steel. Tv. with its great potential for high impact, demoustration and mass audience, is an chvious choice for such a program. It has the added value of being merchandisable to distributors and retailers who are U.S. Steel's very important allies in this effort to reach and sell the consumer.'

#### 2. The Reynolds Metals Story

One of U.S. Steel's most active competitors in the metals field-Reynolds Metals - is another pioneer in this same school of marketing theory. As early as fall of 1951, Reynolds waded into network tv with The Kate Smith Hour, primarily to create acceptance for aluminum and to build recognition of the Reynolds brand name on its consumer items.

The Kate Smith Hour was followed by a series of Reynolds-sponsored network tv shows, including Mr. Peepers, Frontier, and Circus Boy. This fall. after widely circulated rumors that it wouldn't be in network tv, Revnolds waited until the last minute and then bought three shows: Disney Presents. All-Star Golf, and ABC-TV's Operation Daybreak. Reynolds' anticipated expenditure of \$7.5 million in network ty (time and talent) puts it ahead of other "industrials" using the medium.

Reynolds' development of its seal is a good example of creating public confidence. Thanks mainly to network television, Reynolds succeeded in making consumers aware of Reynolds Wrap, the Reynolds seal, and the ad-

vantages of aluminum in packaging. Thus when Reynolds began building up its industrial packaging sales, the company had little trouble convincing other manufacturers that a Reynolds seal on their packages would boost sales. Revnolds tv coordinator A. C. Kintner estimates that 2.5 billion aluminum-wrapped packages will be sold this year carrying the Reynolds seal.

Reynolds' marketing activity today falls into four areas:

- · Industrial products (aluminum for lawn furniture, automobiles, etc.).
- Architectural building products. · Consumer products (Reynolds
- Wrap, Do-It-Yourself Aluminum).
- Packaging.

Reynolds' network television, directly or indirectly, helps sell aluminum in all these areas.

This past spring, Reynolds launched a three-month campaign to help some 25 aluminum awning manufacturers boost their sales. The awnings were featured in Reynolds' tv show, and packages of Reynolds Wrap carried panels plugging the advantages of aluminum awnings. The manufacturers, aided by Reynolds, ran con-

(Please turn to page 48)

<sup>\*</sup> New ½-hour show \*\* Ends Dec. 6. † SPONSOR estimate

# What the CBS Radio 'consolidation'

- They approve the promise of better clearances and the more predictable program scheduling by web affiliates
- There was some dismay at the retrenchment and concern about possible negative effects on network buyers

The np-again, down-again fortunes of network radio are once more occupying the attention of admen.

Now that the dust of the CBS Radio program "consolidation" has settled, agency buyers are reviewing their thoughts on the subject of where the medium is headed.

Certain facets of the new CBS plan were well received but many agency men reacted to the retrenchment aspect with dismay. The latter, including buyers who are both in and out of network radio currently, were particularly unhappy about the fact that the cutback came from a network which had long been the leader in the medium. Some felt the negative aspects of the new development would make it harder to sell clients on web radio. (See Sponsor Backstage, p. 10.)

While it is true the agencies have not been supporting network radio with generous investments of advertising dollars, they are not in a shelvethe-medium mood. To many, network radio still offers unique values and they want the medium available when the time comes to take advantage of these values.

The CBS move was a reminder, however, that some critical network radio problems remain to be solved and there was a widespread feeling that the programing service or "press association" format (under which the radio networks would become program suppliers and which CBS partially adopted) will become even more strong entrenched.

Two elements of the new CBS plan were welcomed by buyers. One was the promise of improved clearances. These, CBS indicated, would be as close to 100% as could be reasonably expected, considering the station's FCC given right to substitute local programing it felt was in the public interest.

The other was the plan to assure something close to "clock" time for cross-contry programing. The network is determined to do away with what it calls "butchered" schedules, a jigsaw created by delayed broadcasts as stations juggle programing hither and yon to suit local advertising demands.

The clock time plan does not mean that all stations will carry all programing on the same local time as New York. To a great extent, CBS will try to keep to similar schedules within each time zone. The two-hour morning block, for example, will not be delayed for the Central zone but will be



## THE NEW CBS RADIO PLAN

The CBS Radio Program Consolidation Plan (PCP), as unveiled to affiliates by network president Arthur Hull Hayes, (1), provides for a heavy schedule of news programs on the hour seven days a week as well as two 15-minute news shows, all given to stations for their local sale without payment of co-op fee. Network option time will consist of two hours on weekday mornings, two hours on weekday afternoons, 1½ hours on weekday evenings and three hours on Sunday (5-8 p.m.).

Tentative plans call for personality-variety shows in the morning and will probably include Arthur Godfrey and Art Linkletter. The afternoon block will consist of serials. At night Lowell Thomas and Edward R. Murrow will bracket programing not yet decided on. The new program plan is scheduled to go into effect on 1 January.

# all about

heard an hour earlier clock time. And Arthur Godfrey, who broadcasts in the morning, will continue to be heard in the afternoon on the West Coast, a traditional period for him there. Generally, the newscasts will go straight through across the country on a live hasis.

However, CBS has set up strict rules for the rebroadcast of each program block. In the East, for example, the morning block is aired at 9:05 to 11:05. Stations will be permitted to move the entire block one hour forward or move the second hour one hour forward. They cannot (1) broadcast the block outside the 9:05 to 12:05 period or (2) put the second hour before the first hour or (3) program less than one hour at a time. Once adjustments are made, CBS aims to see that they stick.

As another example, in the Central time zone the afternoon two-hour block will be aired at 12:30 to 2:30. Stations with a farm show at noon will be permitted to move the first half hour into the 2:30 to 3 p.m. period.

Will stations adhere to these schedules and will they provide the clearances? They undoubtedly will since a crucial feature of the new CBS plan is a swap in which the stations receive certain benefits in return for clearing time on schedule for national adver-

The stations will get, beginning 1 January, a fistful of five-minute newscasts plus two 15-minute news strips seven days a week. They also get 65second station breaks on the hour. Total station-break time will not increase since the current practice is a half-minute break on the hour and half hour. The minutes, of course, are more valuable to stations. All revenue from the newscasts can be kept by the stations in return for which the network will keep all revenue which comes in from time sold in its 30 hours of option time, including other newscasts. In instances of time sold by the network outside of option time, such as the Metropolitan Opera broadcasts sponsored by the Texas Co., stations will receive compensation.

The advantages to national sponsors of the CBS plan include: (1) The as-

## HERE'S THE PROGRAM TIME FOR NATIONAL SALE ON WEB RADIO

| Network | Total weekly<br>hrs. network<br>is on the air | Total weekly hours<br>programed for<br>national purchase | Breakdown of<br>programing for<br>national purchase  |  |
|---------|---|--|--|--|
| ABC     | 42:45   | 36:50  | 25% variety<br>42% news<br>15% religion<br>18% other |  |
| CBS     | About 50                                      | About 30 plus  | 20% news<br>30% drama<br>50% other                   |  |
| MBS     | 118   | About 18 plus  | 66% news<br>28% religion<br>6% sports                |  |
| NBC     | 74:40   | 70   | 21% news<br>20% drama<br>49% variety<br>10% other    |  |

The above material is current, except for CBS, and is as reported by the networks. CBS data covers new programing beginning 1 January and is tentative. For ABC, the variety category covers five hours of Breakfast Clah; under "other" is included 1½ hours of Notre Dame football. For CBS, its 30 option hours do not include the Metropolitan Opera or other special shows which may be sold to clients in future; under "other" is included hours where programing is not set. For MBS, the "18 plus" means special events or other special programing can be sold to national clients. For NBC, "variety" includes Monitor, Nightline, Bandstand, but not such shows within Monitor as National Farm & Home Hour, Red Foley, Meet the Press, which are included under "other," Figures on total air time for networks include religious and public service shows not available for sponsorship and programing which the stations can regularly sell to spot and local advertisers.

surance their commercials will reach practically the entire country, one of the key values of network radio. (2) Knowledge of when their commercials will be aired. This enables clients to buy segments more intelligently and offers them the opportunity of informing local dealers about specifies of the campaign. And, as CBS Radio President Arthur Hull Hayes points out, the limiting of option time to 30 hours enables the network to concentrate on its best program features.

The reasons behind the CBS cutback were many, ranging from specific problems faced by CBS to the general problems faced by all radio networks. Obviously, CBS has not been fighting off demands for time. Hayes himself admits the second and third quarters were not good, though he ascribed the dip to general economic conditions and said the last quarter of this year will top the corresponding quarter of 1957. Like all the radio networks, CBS Radio is in the red.

The basic problem with network radio today, according to Hayes, is that the big radio campaigns tend to concentrate in 30 to 50 markets. Many clients don't want full coverage with

(Please turn to page 56)



Pinning up trophies are (1 to r) a.e. Harold Miller, Chief Apparel ad mgr. Herb Goldsmith, pres, Louis Kuhn. Tv spot campaign brought free ads from retailers for Velcro Sport Chief

# Chief Apparel fires salvo at "co-op" ad campaigns

✓ 26-market tv spot campaign, previewed to buyers results in sell-out of new item

Tv commercials with dealer telops brings over 300,000 lines of free ads from retailers

Demonstration was Chief Apparel's primary purpose in becoming the first men's wear soft goods manufacturer to conduct a coast-to-coast tv spot campaign. What less they turned up about the benefits of spot tv may have a revolutionary effect on some controversial aspects of soft goods advertising.

With a \$250,000 budget for introduction of an outerwear jacket with a "zipperless zipper," Chief Apparel, Inc. of New York and its agency, Harold Miller Co., decided to try a television spot campaign.

Because some prime time was desired in the 26 markets where "Velcro." Chief's new "zipperless zipper" closure was to be introduced, both 20- and 53-second spots were made, showing how merely brushing the hand along the front of the jacket causes it to fasten. (Here's how "Velcro" works: two nylon strips engage, one composed of thousands of microscopic "hooks," the other of microscopic holes. When the two strips touch each other, hooks loop into holes, holding the jacket closed). Ease of unfastening was also shown in the spots, which concentrated on the Sport Chief, men and boys outer-wear jackets.

Appeal to kids was important, explains Ray Malagold, head of the agency's tv department, who produced the commercials. Cranking of old car, beating signal drums at opening of longer spot not only highlighted contrast of new and old but was kids' attention-getter. A youngster demonstrating closing the jacket was included in spots of both 20 and 53 second lengths.

Chief Apparel allocated \$150,000 to the spot campaign; \$100,000 to production of spots, brochures, point-ofsale pieces, trade advertising and salesmen's aids. To emphasize the advantages of the spots, salesmen took the spots themselves to buyers' offices. Here they played them off a loop in a portable repeater-projector with screen attached. Buyers were alerted to the tv plans through four-page ads in Daily News Record and Men's Wear, just before the salesmen left on their trips.

Actually seeing the spots to which their own seven-second telop could be added increased retailer interest to such an extent that sales to stores passed the million dollar mark within the first two weeks. Furthermore, on the strength of the tv spots demonstrated by the salesmen, retailers not only placed large (even double) orders for the "Velcro" garments but went on to order regular goods as well.

Salesmen were instructed not to accept an order if the store insisted on the usual "cooperative advertising" in newspapers, which saps so much of a soft goods manufacturer's budget, according to ae. Harold Miller. "You pay your share on the basis of a straight rate," he points out, "and you don't get a prominent name mention which would make it worthwhile."

Some retailers accepted this stipulation with reluctance. But they wanted the jackets and saw the value of the seven-second tag-ons, "for which they were not assessed one dime," according to Miller. Heavy traffic in stores the day following the start of each campaign (middle of September) resulted in a phenomenon:

"Retailers began advertising the garment in their own newspaper ads without one penny from Chief Apparel," Miller reports. During the six week's campaign, "Velcro" received over 300,000 lines of free newspaper advertising from stores.

The importance of this break-through for a low-budget advertiser may be seen by contrasting Chief Apparel's \$12 million volume to McGregor's \$55 million, and placement by each of 2% of volume in media and merchandising.

Not only did Chief accomplish a complete sell-out, with a near sell-out at retail level before the start of the main fall selling season, but in Miller's words, "the strength of television completely eliminated the cancer of cooperative newspaper advertising from our campaign budget."

# Are to kid shows in for a change?

Something has been lost in kid programing since the start of television. Is it sponsor interest or station apathy?

▼ Whatever it is, the nearly 40 million tots who sway family purchases are too good a group to be neglected

It's easy to wring an admission from sponsors, admen, talent and broadcasters that television for the small fry set is undergoing a big change. But it's not so easy to pinpoint exactly how or exactly why.

The audience is there-substantial, impressionable and fanatically loyal. Success stories of products advertised on kid shows are plentiful and impressive. That children exert considerable influence on family purchases of many of some broadcasters.

"Children's ty is at the lowest ebb in

products has been established beyond a doubt. Ratings are good; sponsor identifications high. Yet somewhere along the line there has been a waning of interest on the part of some advertisers, a relaxing of effort on the part

the last five years," says Eugene Gilbert, president of Gilbert Youth Survey. "Since 1956, kid shows have gone down in time, effort and interest. The pendulum, it seems, has swung away from kid programing."

"There's a kid audience, but it has been magnificently neglected of late," says tv/radio star Al Hodge who was for years Captain Video. "Perhaps it is all part of the pattern of tv's maturing. In all areas of its programing, tv has, in a sense, killed whatever preceded it.'

Some advertisers, particularly the cereals and sweet goods, have consistently stuck with their "golden goose" of kiddie shows. Others, with shoes, clothing or toys, have drifted away from the medium that did so much for them back around the '50's, Last year, for example, Ideal Toy Corp. adopted the attitude that it was foolish to spend the same money they might invest in prime viewing hours to reach at other times an audience of moppets with no individual buying power. So they sponsored feature films in adult viewing hours and still sold several million Shirley Temple dolls.

On the other side of the coin, there have been the exciting successes of such products as Cocoa Marsh, Flav-R-Straws and countless other products with kid appeal that have built their success on the kid tv shows. Extreme among such examples, on a local basis, was the recent case where Timmers Chevrolet dealers in Atlanta used 18 spots in a four week period on the Skipper Ray Show for children on WLW-A and sold 15 automobiles directly from this participation. They offered the small fry tickets to the movies if they brought their parents into the showroom, a \$10 bank account if their parents purchased a car.

Whatever is happening, it is well to take a look at the kid audience-at its potentials and its influence.

· The audience: By 1960, there will be about 19 million children between the ages of three and seven years; about 18 million between eight and 12. This means that every year, a new audience of about four million threeyear-olds appears on the tv scene. The significant thing is, according to Gilbert Youth Research, that television is

"Not that one, this one!" A common sight in markets is the child who changes his mother's brand selection. The bread he wants was on his favorite tv show, and we bet he gets his way









Small fry fare: (Above left)
Jayark Film's new Bozo The
Clonen cartoons especially for
tv kid shows mark trend toward replacing theatrical
films. (Above right) NBC
TV's hardy perennial Houdy
Boody Show is now in its 11th
year on the air. (At left)
Captain Kangaroo, of CBS
TV, is a steady favorite. and,
of course, Mickey Mouse
Club (right) on ABC TV
rates aces high with kids



the one medium that dominates this under-12-year-old population. Newspapers, magazines, radio and even comic books fall far short of this age group's attention (radio does, however, become a more dominant medium in the teens).

· Audience characteristics: Studies by the Institute For Motivational Research have uncovered some startling things about the small fry influence on family spending and brand selection. The purchases in which they have a big voice are: candy, vitamins, cough drops, cereals, foods (most often in the dessert area), toys, clothing (especially with the play aspect; U. S. Rubber used to in the early days for heavy promotion of sneakers). However, the Institute also uncovered the fact that a child's pressure on the parents to purchase any of these items depends in great measure on the program and the program's personality. The four ingredients of a successful small fry tv show are: (1) informality, (2) spontaniety, (3) colorfulness, (4) folksiness. As is apparent, all of these stem principally from the personality; it is he or she who is the truly "secret ingredient."

Such research has been borne out in fact by many sponsors and agencies, among them the agency of Hicks & Greist, Inc., which uses kiddie shows in tv spot judiciously and effectively for as varied clients as Cocoa Marsh, La Rosa Macaroni and Spaghetti, and even Sandran Stainless Vinyl Floor Coverings.

"With the right approach," says Theodore J. (Ted) Grunewald, vice president in charge of radio and tv, "kid shows can sell just about anything."

The Hicks & Greist approach to kid tv show advertising, however, leaves nothing to chance. They worry little about ratings or the subject matter of cartoons and movies that fall within the show's format, but they do worry about the personality. In fact, the agency constantly travels three specialists across the country to see that the right kind of personalities are bought. Once bought, cost-per-1,000 means less than cost-per-inquiry. One thing that they find is a surprising scarcity of good kid properties on good stations. Premiums, and gimmicks naturally

Premiums, and gimmicks naturally play a sizable role in making it imperative for a child to insist on a product. "But you must remember," points out Hicks & Greist timebuyer Vinceut J. Daraio, "that the parent is in on the act all the way. It's Mom who's dragged in to watch the show and it's Mom who buys the package and Mom who fills out the coupon—but the adult's activity is always initiated by the child, since it is the child who controls the tv set at the hours of kid programing,"

Even the hours of kid programing are changing. In the early days of tx, almost all such programing was in the early evening. Now it has spread to the mornings (especially Saturdays) as stations go on the air earlier. "It seems that Saturdays on tv are being turned into movie days as Saturdays were when we were kids," one adman remarked. The Institute For Motivational Research has learned that preschool youngsters are best reached between 10:30 a.m. and 12 noon. It has also shown that the old family resist-



Most axid bloc of fans anyone could hope for are the kids. These moppets are studio guests of Johnny Jellybean on WABCTV, New York, show, Time for Fun. Tv is the one medium that dominates the child under 12, they love the ads, get a kick out of being pitched by personalities

ance to kid shows being scheduled over meal hours has been broken down.

Another change that appears to be ahead for kid shows is the type of cartoon fare that make up the program formats. At present, according to Reub Kaufman, formerly president of Guild Films and now head of a new cartoon distributorship named Jayark Films Corp. in New York, about 93% of the tv stations in the U.S. are programing cartoons for the kids. They have been a mainstay for years, the perfect "baby sitter" for parents, and with a low cost-per-1,000. (The cartoons are often sold as libraries, the average sixminute short costing a station \$800 to \$1,000 per film in a market such as New York, and then scaling down to a price of \$25 per film in a very small market. Such packages usually are sold on a two-year contract which means a station may run and re-run them as often as they wish within that period. Some advertisers prefer to buy their own package and spot it in the markets of their choice; Nabisco with its Sky King and Kellogg with its Flamingo property Superman.

As one adman put it, a cartoon or kid-appeal movie is a good property for two reasons: (1) kids don't mind watching movies over again, in fact, get the same kick we used to get spending a whole day in a movie, and (2) there is always a brand new audience coming along every year not only to the show but to tv. Nevertheless, the cartoon appears headed for a change.

The reason: Whether the kids tire of them or not, apparently the broadcasters do. Practically all the cartoon packages now in use came from the old theatrical libraries and their contracts are ending. Now Jayark and several other firms have set out to produce cartoons designed only for tv kid shows. The Jayark show, already slated for 50 markets, is Bozo The Clown, a character which enjoyed success in radio, records and store sales. (Bozo records by Capitol sold close to 8 million; about 13 million dolls have been sold across the country.) The interesting departure of Bozo and other cartoons now being made exclusively for tiny ty viewers is that they will play down violence, destruction and may hem without losing the excitement factor. Morals will be built into the stories giving parents the opportunity of using cartoons constructively in correcting a tot's behavior. Whether this will add greatly to the tot's enjoyment is a moot point, but it may have a salubrious effect on kid programs and sponsors.

Because, strangely enough, part of the decline of advertiser interest in kid shows stems from the fact that they are directed at a single audience-no matter how much power that audience wields. MRI's Dr. Ernest Dichter has uncovered cases, for example where the clamor raised by the small fry for a ty-advertised product, has actually irritated the parents despite the fact they eventually weakened and bought it for Junior. Such advertisers have asked themselves, "Is the sale to the kid costing us the friendship of the parent?" When they decided such might be the case, they moved from the kid show into a later evening allfamily-appeal program. Or, as networks have pushed daytime program-

(Please turn to page 48)



Jerome Feniger, radio/tv v.p. at Cunningham & Walsh is one of the few high placed agency men with an insider's knowledge of station and station reps problems. His first agency job, with Biow, involved regular visits to more than 150 stations on Bulova business. He sold time for three years with CBS Radio Spot Sales in New York before joining C&W in 1955 as media director on the Liggett & Myers account. A strong supporter of both radio and tv (C&W is one of the top 20 agency users of air media) he is nevertheless an outspoken critic of many industry practices. During the past three years he has made more than 10 major speeches before advertising, sales, and broadcasting groups including national and regional NAB meetings. SPONSOR reprints here significant excerpts from these speeches, as important examples of an "adman's advice to radio and television stations."

# Run your stations better, says adman

"A lot of the music on radio today is designed to build up boredom among many of the 75% of people in the country over 14 years of age."

So says Jerome Feniger, Cunningham & Walsh's radio/tv vice-president (see box above), in criticizing radio constructively. Moreover, he advises:

"Anything that tends to increase the boredom factor in radio is bad for advertisers, agencies, broadcasters, and listeners alike.

I want to see more strong radio stations that can sell more of our client's products in every market.

We all know that penetrating the consumer's skull is, at best, a difficult job. There are some radio stations that make a tough job even tougher by trying to make a killing every day.

I'm talking about the operator who schedules six or seven commercials every quarter hour. We recently found one station that carried 11 commercials in one morning quarter hour.

One of the great opportunities for every one of you lies in the area of creative and unusual programing. I am constantly amazed in my trips around the country to see the "me-tooism" that exists in station programing.

I feel there is a place in any program schedule for imaginative, locally produced live programing.

Let's look at news, weather, and sports. I can't believe that a radio station discharges its public obligation by running five-minute newscasts around the clock. I am loathe to agree that the major events in the world, and the nation can be effectively represented to the intelligent audiences you reach in this short space of time.

I am tremendously impressed by what many of you are doing in local news reporting. I firmly believe that more local news coverage will result in better ratings, and better ratings will result in more business and more profit at the end of the year.

I am amazed at the amount of haphazardly conceived, poorly executed promotional material that comes across my desk every day. So little of it is based on competent research. So much of it is brag and boast. At C&W we prepare an annual marketing plan for each client. 1) we analyze the market. 2) we determine who our best prospects are. 3) we decide on the best creative approach. 4) we carefully examine the media available. 5) we tie all this together with merchandising and promotion. 6) we review the plan carefully at regular intervals. My suggestion is that each of you go through these six steps in setting up your promotional plans.

Broadcasters generally could improve their brand image on Madison Avenue by doing more highly effective research on the audiences their stations reach. This audience represents your greatest asset. Know everything you can about it. Schedule programs that appeal to this audience. Test their effectiveness. Then, put this information together in the most effective form for presentation to local regional and national advertisers and their agencies.

Present it through the broadcasting tradepress, through representative and local salesmen, through personal calls on key accounts."

# This knock-knock radio spot saved a major industry



Concentrated radio use by union-management teams puts plasterers back in business with "sound" appeal

"Knock on wall" commercials, tested in California, bring 10% spurt in N. Y.; tile, roof industries follow suit

If the sound of your product or service is its best identification, radio may be the best answer for you in terms of impact and price.

That's why union-management teams in the plastering industry have become radio clients. Plasterers and plastering contractors needed action from homebuyers to influence builders, architects, and financing agencies. So they decided that the sound of their productas exemplified by a knock on the wall -would be an arresting appeal for

action. Fairly quick results were their goal, and here's why:

Until recently, dry-wall construction had been making serious inroads on the use of plaster in home and industrial construction. Architects would not include plaster in their plans unless specified by the builder. The builder, in turn, could not get additional financing for the added cost of plaster.

fighting back with a pattern that has

The plastering industry has been worked its way across the country, Fundamental is a slogan: "Knock on the Wall.' The slogan was devised in 1954 by

bringing fresh results every day.

Wm. Richard Latta, Latta & Co., Glendale, for the Southern California Plastering Institute. A radio sound effect of knocking was accompanied by the reminder, "Knock on the Wall to make sure the walls of the home you buy contain genuine lath and plaster."

This called for a definite action on the part of homebuyers which builders could not ignore. Radio was used for the reality it would give the sound and for its impact in reaching a homewardbound audience each day with a 5:45 p.m. 15-minute newscast.

Commercials were designed to fit the objective mood of the news, usually beginning with a statement of fact. First commercial followed local news. becoming another item of local concern. Short, news-style sentences were used to heighten the integration.

Builders soon noticed prospective buyers were knocking on the walls of new homes. It began to make good sense to urge architects to include plaster in original plans. FHA appraisers were pressed for additional financing for plaster. A similar radio schedule was begun in San Diego as budget appropriations were increased.

The spectacular rise of plaster in Southern California from 38% to 94% of all construction in two years was detailed in SPONSOR, 8 December 1956. Here, step-by-step, is the history of this unique radio promotion, of how and where it was applied and of the results

Discussing strategy are (1 to r) Jas. Goodman, pres., So. Calif. Plastering Institute; Wm. Richard Latta, Latta & Co.; J. M. Baker, National Bureau for Lathing & Plastering exec. dir.; Lloyd Mashburn, Wire, Metal Lathers int'l. pres.; J. Carrol Duncan, Contracting Plasterers pres.; E. J. Leonard, Operative Plasterers pres.; Edmond Venzie, National Bureau past pres.





Construction-site interviews via tape plug use of lath and plaster, also benefit builders, one of the prime targets. Here, WXYZ's Don Wattrick interviews a plasterer at Detroit housing project for use on weekly sports show. In background: Wattrick's asst., unidentified builder

Checking postcard response to spots plugging plastering booklets in New York area are (I to I) John Turi, executive director, Plastering Institute of Greater New York, WMCA gen. mgr. Steve Labunski and d.j.s Ted Steele, Herb Oscar Anderson who do "knock on wall" commercials



that it has achieved in other areas.

First to duplicate the Southern California experiment was the Northwest Plaster Bureau in Portland and Seattle. In 1955, Portland's use of plaster had fallen to less than 20% of available construction in the area.

To get Portland homebuyers knocking on walls, minute spots during prime listening hours were used for a year. Each spot carried the slogan and detailed the acoustical, fireproofing, insulating and miscellaneous qualities of plaster. In 1956, the Northwest Bureau switched strategy.

"To benefit builders directly," says J. Gerald Fortis, account executive at Dawson & Turner, Portland, "we began a semi-saturation of 15-minute program segments on weekends, when people are shopping for homes. Copy advised prospective buyers of the location and specifications of newly-built homes in the Portland area using genuine lath and plaster."

For added impact, supplementary announcements were placed on two other stations, which alternated weekends. Three jingles were devised for lead-ins and tags to the program segments, then woven into the one-minute announcements.

Builders started selling their homes directly from the radio plugs. Naturally, they began encouraging architects to include plaster in their original plans. As a direct result, use of lath and plaster in Portland has moved from 18% to over 50% of new home construction. Industrial building is even higher. The promotion budget (based on man hours worked) has doubled twice. "All of this," Fortis points out, "in a period of decline in the building industry."

This summer the jingle was supplemented by comedy lead-ins to the minute commercials. So well is "Knock on the wall" known by now that the phrase "knock on the ceiling" has been introduced.

The Northwest Plaster Bureau also obtained similar results in Seattle through radio. The radio spot investment there was soon tripled to include a minimum of three stations at a time.

In the winter of 1955, the Detroit Bureau for Lathing & Plastering became the next to try radio. Through the Allman Co., they began a schedule of minute spots in non-prime times with appeal toward women and family audiences. Next winter, when the bud get increased, they supplemented with a Saturday evening sports show, 6:30-7:00 p.m.

Taped interviews with owners, builders, contractors and plasterers at construction sites were run on the show. Two one-minute commercials stressed product features. A "model home" tag to the show plugged a different building development each week. Still in effect, the program and supplementary spots have had unusual results.

Russell McMillen, director of the Detroit bureau, reports a \$35,000,000 building project was changed from dry wall to plaster in midstream, plasterers completing the top 10 stories of a 22-story building that the dry-wall organization had started.

In the spring of 1956, the Colorado State Bureau for Lathing & Plastering picked up the ball and ran with a morning weather and an evening traffic hour news show in Denver. One commercial per program promoted the services of architects, giving the A.l.A. phone number for further information. Taped interviews with builders allowed them to promote their homes, gave them an opportunity to tell their teasons why they used lath and plaster.

Executive director Leo Schultz reports immediate gains with architects and builders. "Radio provided us with recognition we could not otherwise have obtained." The radio schedule is still in effect.

Meanwhile, the Arizona Lath & Plaster Institute began a 4:55 p.m. Monday through Friday newscast in Phoenix, which still continues. Nine major Phoenix office buildings have been completed using lath and plaster and a tenth is being constructed. At Luke Air Force Base, a housing project of 725 homes is to be erected; every building will feature lath and plaster.

Latest to try radio is the Minnesota Lathing & Plastering Bureau. Last September it began a schedule of minutes at 7 and 8:30 a.m. Monday through Friday at a cost of \$22.50 per announcement. A 15-minute pre-game program before University of Michigan games costs \$125 per game. It's too soon to evaluate results, says secretary-treasurer Ben F. Gardner, "However," he adds, "favorable comments from architects and builders indicates that this money is being well spent."

On 3 June 1958, the Plastering Institute of Greater New York began a schedule of five announcements a week

in a music, news, sports format in peak hours. Two hundred requests for booklets, "What You Should Know About Lath and Plastering," have been received thus far. One builders' organization notes that of 800,000 visitors to its model homes, five out of eight "gave resounding thumps to the walls," as the radio spots urge.

Plasterers' fireproofing of steel decks in the new Union Carbide and Chase Manhattan Bank buildings is another important effect of the promotional campaign, according to the Institute's executive secretary John Turi. To influence such contracts, prime time spot placements are intended to reach business men as well as homebuyers.

Turi reports a 5% rise in employment, a 10% rise in plastering in six months in the New York area.

The radio promotion has also opened up entirely new areas of construction. One example taking place in Southern California:

Bill Latta, who started all this knock-

ing on walls, had tests made to discover the strength of plaster applied over brick. To create an atmosphere for acceptance of this construction after the tests proved successful, commercials on the 5:45 p.m. traffic hour news broadcast in Los Angeles emphasized the added safety factor of plaster in school construction.

Significantly, this radio-oriented promotion plan is spreading to other industries. The Ceranic Tile Institute has just completed plans for a radio promotion. The Roofing Contractors Assn. of Southern California will use radio as part of its campaign to introduce a "certified roof inspection" plan to uncover flaws in present roofs. Both campaigns will be directed by Latta, who maintains that radio is the first thing he budgets for in "a campaign in which success depends on the projection of a fundamental image or concept.

In this case, it was an added plus that the image was a sound.

## PARTI-DAY SALES BEGIN CLIMB



First sales figures from Green Bay, Wisconsin, on shipments to wholesalers of Parti-Day topping are running at double the previous rate. Not reported in these figures: 500-case order on 3 Nov. by Red Owl Chain.

WIERLY UNION

SPONSOR, DLM-

.....

CARE JOHN SCHILLIN HYRM

IN GREEN BAY AREA FOR PERIOD OCT 15 TO NOW 1ST INMEDIATELY FOLLOWING START OF DAYTHYE TV PARTI-DAY SALES TO PHOLESALERS TOTALED 380 CASES. THIS COUPARES WITH AVERAGE SALES OF 262 CASES FOR EACH 15 DAY PERIOD IN 6 MONTHS PRECEDING TV TEST

ROBERT PARKER WARKETING WANAGER WHAY TV

EEN BAY SITE

Test in a nutshell: Product: Parti-Day Toppings. Test area: 80-mile zone near Green Bay. Wis, Media: daytime tv. Schedule; 10 one-minute spots wkly. for 26 wks.; Budget: \$9,980



UNITED STATES BORDER PATROL means action...lots of it!

First sale: Amoco in 59 markets. This blue-chip advertiser chose UNITED STATES BORDER PATROL for its debut in syndication... in practically every major market east of the Mississippi.

Amoco knows its business (and how to increase it). CBS Films' UNITED STATES BORDER PATROL, produced with the cooperation of the Department of Justice's Immigration and Naturalization Service, stars Richard Webb in brand-new, real-life adventures from the files of America's most mobile law enforcement agency ... battling crime on land, on sea, in the air—at home and abroad.

Want action? Order 39 first run UNITED STATES BORDER PATROL half-hours. Regional sale only.



**CBS FILMS** ®

the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit,

Coston, San Francisco, St. Louis, Dallas,

Wanta. In Canada: S. W. Caldwell, Ltd.

# What constitutes good rate

With the trend in radio toward increased news coverage three station men tell what they think constitutes effective radio reporting.

Sydney Kavaleer, station mgr., WNTA,

Good radio news runs the complete gamut of all forms of information and has several primary requisites essential to its proper reporting.

The newscast must be factual, concise, objective, spontaneous, fresh, and accurate. It must contain pertinent in-



Factual, accurate reporting from every source

formation for the community which the station is privileged to serve. It must be accumulated, and then digested by a competent radio news editor, so that redundancies and verbosity are eliminated. Then it must be reported objectively by a news reporter who the public feels is authoritative and factual and whose enunciation and general delivery add stature to the news. News is fresh; it must sound fresh on the air.

The news sources are extremely important and must be supervised by an experienced news editor. In addition to the wire services, sources of local news should be tapped and cultivated. Educational and community organizations should be contacted frequently so that items of vital local interest can be disseminated quickly and accurately. Police precincts, sociological, business and manufacturing groups are important sources of information which aid in getting the pulse of the community.

Other essential elements of proper news coverage are the roving reporter and the beep phone. The radio newscast must be frequent and be aired at specific times. Listener habits will thus be formed with same regularity as going to the corner store for a newspaper.

WNTA-AM and FM services the large metropolitan area of New York and New Jersey. In addition to our five-minute news and weather casts, which are programed at regular intervals, and bulletins which are aired at once, WNTA-AM and FM has embarked on a truly new and different type of reporting called simply N.B.N. -Nothing But News. This show has been developed on the premise that people are busy, especially immediately after their waking hours. N.B.N. consists of four consecutive one-half hour complete "newspapers of the air" from 7 a.m. and 9 a.m., Monday through Friday.

Two excellent newscasters carry the programs and factually report international, national and local news. Weather and time are featured every one and a half minutes. Excerpts from all the by-line reporters of the New York and New Jersey daily newspapers, and reviews of new show openings and motion picture previews are aired.

News is indicative of the character of a station in a community. It is serious business which should be treated with the respect it deserves.

Ned Sheridan, gen. mgr., WAVY, Norfolk, Va.

It is readily evident that a radio news report must be something more than merely a report of a recent event.



Presentation that entertains as well as informs

It is expected that, where possible, the report will be of an interpretative nature . . . that is to say the newsman should explain, however briefly, where and how this event fits in the scheme

of things past and future. Only thus does the newsman fulfill the information requirement.

Then, a radio news program must entertain. Certainly one of the earliest human desires was for information delivered in an intriguing manner, Even the old town crier was recognized by a style.

Radio news must also be immediate, concise, accurate and easily under stood. Today, many local radio stations are equipped with two-way radio vehicles manned by experienced news-men prepared to cover events as they happen. This speed is very important because the listener has come to expect it from radio.

Finally, radio news must be easily understood. Fortunately, the days of the verbose and pompus news commentators are over—today's newsman doesn't desire to be known for his vocabulary, but to be understood.

At WAVY, we believe that acceptance of radio news is greatly enhanced if the same personnel also handle television news. To that end the WAVY News Center is established for both radio and television . . . the mobile news vehicles are so equipped that both film and stills can be utilized along with the radio on-the spot report recorded for use on television.

For 20 years repeated studies have clearly shown that more people believe more of what they hear than of what they read . . . that they will first turn on the radio for confirmation and only later will check a newspaper or other source. This reliance on radio apparently holds true whether it is the spreading of a war rumor or only a siren heard on a small-town street.

Professional radio journalists to day recognize the relatively heavy burden they carry... sometimes earned, sometimes inherited by default. For today, more than ever before, radio has a voice which serves to mold the community and bind the nation.

Radio news has now assumed a new higher plateau in community service, and with it, a new and powerful service to advertisers.

# ws?

Tom Powell, news director, WGBI, Scranton-Wilkes Barre

WGBI believes the basic ingredient of good radio news programing is an adequate and well-balanced schedule of news shows produced by a competent news department.

We are on the air often with local and network news programs and have frequent spot summaries. But we have also provided ample time in our news



Well-balanced schedule, competent handling

programing for "in-depth" coverage.
We consider original reporting of
local affairs to be the greatest public
service any individual station can perform. And it is the most rewarding in
terms of increased prestige and stature
not only for the station but broadcast
journalism in general.

A WGBI reporter regularly covers the meetings of Scranton's council and other governmental agencies. . . . important trials and hearings. The Radio-Television News Directors Assn. recently recognized the station's equal access gains in a statement by its president Jack Krueger saluting the Scranton council for permitting radio-tv coverage of its sessions. WGBI is the only radio station regularly covering the meetings. The station's vigorous battle for access to court proceedings received national attention recently.

We have sent reporters frequently to Harrisburg, Washington, and elsewhere to cover stories directly affecting our coverage area. The activities of the Pennsylvania legislature, the McClellan Committee hearings dealing with Scranton, and the Pennsylvania delegation to a national political convention are subjects which have been given such on-the-spot treatment.

Reporting of our own staff is supplemented by daily reports from correspondents in our coverage area.

**KOBY Shows a Beautiful Figure** 



# KOBY Listeners Add Up to 638,900 Unduplicated Homes Weekly!

The September Cumulative Pulse audience for the San Francisco-Oakland 6-County Area shows KOBY's family-style programming attracting listeners in 72.5% of radio homes in this major market. No double spotting assures you fullest impact.

10% combination discount when you buy both KOBY and KOSI.

# **KOBY** 10,000 watts

San Francisco is KOBY-land!

WGVM
in
Greenville,
Miss.
Mid-America
Broadcasting
Co.

See PETRY FOR KOBY, San Francisco and KOSI, Denver



# **QUAD-CITIES**

ROCK ISLAND . MOLINE
E. MOLINE . DAVENPORT

now the nation's

# 47th

## TV MARKET

according to Television Age Magazine

RETAIL SALES are above

the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales Tyou BUV WHBF-TV NOW!

# WHBF-TV

CBS for EASTERN IOWA and WESTERN ILLINOIS REPRESENTED BY AVERY-KNODEL, INC.



CEEE THIS SOFT
DRINK TASTES GOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



#### BIG INDUSTRY

(Cont'd from page 33)

sumer contests in their local supermarkets, with awnings as prizes.

#### 3. Alcoa's Hard Sell

Alcoa also is a major network tv advertiser, primarily to accomplish four things:

- 1) To build a company image.
- 2) To support Alcoa's customers.
- To stimulate sales of aluminum to manufacturers of appliances, automobiles, etc.
- 4) To build sales for Alcoa's consumer items (Alcoa Wrap, Wearever pots and pans).

Alcoa first ventured into network tv in 1952, when it sponsored Ed Murrow and See It Now. Alcoa switched to the Alcoa Theater in 1955-not so much to avoid the controversy which Murrow sometimes kicked up, but more to get a larger audience through a broader-interest show. Another reason for the switch is that prior to 1955, most of the Alcoa tv commercials were purely institutional in nature, and the company wanted to get in more hard sell. Alcoa decided that the See It Now format simply didn't lend itself to hardsell commercials. Alcoa's new buy on ABC TV, tentatively called Alcoa Presents, will be a half-hour show dramatizing supernatural incidents...

#### 4. Kaiser's New Image

One company that has built a complete new corporate image in a short period of time via network television is Kaiser Industries. With the sponsorship of Mawerick on ABC TV, Kaiser Industries has succeeded in acquainting the public with its diversified operations, and also gives its customers a helping hand—ranging from cement companies and construction firms to jeep dealers and aluminum fabricators. In only two years, Kaiser's network television expenditures have climbed from under \$1\$ million to an estimated total of \$4.5\$ million.

The last two years, in fact, have seen spectacular budget increases for other industrials. Libby-Owens-Ford, which last year spent only \$872,040 in network television time, invested almost that much in the first half of 1958. And Pittsburgh Plate Glass, which bought a total of \$312,500 of network tv time all last year, had already spent somewhat more than that in the first half of this year.

#### TV KID SHOWS

(Cont'd from page 39)

ing heavier, they moved backward int the housewive's afternoons. In eithe event, such clients may have abdicate very good spots.

For the fact remains that the kishow is a mighty sales tool. To the child of five or six, advertising is, brand new experience. He is no swayed by any fixed brand habits Since he has little to worry him in the sense that an adult worries, the tot mind is wide open to the suggestion of a good kid show personality, and he will remember the product he wants He may not read, but he will recognize the package design or label. And he will not accept substitutes because the brand he wants has been recommended by a "very special firend."

One adman parent related the cas of his own child who whooped an hollered during most of a kiddle show but became suddenly silent and attentive when the host of the show cam on to do the commercial. Since thi too often is opposite of the adult react tion to try, the adman asked why. "Th movies are for all the kids," the sor explained, "but when my friend come on, I've got to listen to him." Wha better audience could a sponsor hop for?

The creation of this "image of rirendship" between the kid show sta and the wee watcher at home generate a tremendous sales spark. The child does not necessarily view his idol as friend to all kids, but rather as hi own personal friend. The child re sponds with intense loyalty. "Sell the kids," an adman says, "and let then sell their parents." How well it work is demonstrated time and again.

Two years ago in March, the Nev York City area suffered its worst bliz zard in about eight years. On tha night, DuMont Broadcasting's Captair Video, Al Hodge, was scheduled to appear in person at the opening of a Mil Maid Dairy Store in New Hyde Park

Storm-delayed, Hodge was very late arriving home from the WABD-TT studios. "Thank goodneses," he said to his wife, "I won't have to go to New Hyde Park in this weather. After all nobody in their right minds would turt up at an ice cream store in the middle of a blizzard."

"I've got news for you," Mrs. Hodge said. "The store has called four time (Please turn to page 74)



This is the Piedmont Industrial Crescent

Vast New Urban Complex

(defined by the Ford Foundation)
dominated by wfmy-tv

# Basic North Carolina's INTERURBIA



At the very axis of the CRESCENT lies INTERURBIA ...
the largest metropolitan market in the two Carolinas.
INTERURBIA plus the Piedmont CRESCENT where more than
two million people are sold by WFMY-TV.

\*\*GREENSBORO-HIGH POINT-WINSTON-SALEM

12 Stateon | Topic College Col wfmy-tv

2

GREENSBORO. N. C

Represented by: Harrington, Righter & Parsons, Inc. • New York • Chicago • San Francisco • Atlanta • Boston



# RADIO RESULTS

## FINANCE CO.

SPONSOR: Tusing Finance Co. AGENCY: Direct

Capsule case history: In only 19 years, Tusing Finance has grown to the point where it is reportedly the largest locally owned finance company in the Norfolk-Portsmouth market. Tusing started using radio in 1940, and president Joe Tusing credits the constant use of radio for the firm's success. He now allots a healthy 45% of his ad budget to radio. The radio campaign runs all year, but Tusing uses particularly heavy schedules during income tax time. Strategy: A friend in need during financial crises. Announcements are placed primarily following newscasts at 7:30 and 5:30 p.m., and preceding late-evening newscasts. Tusing, by delivering (via tape) his own one-minute announcements, has become a top local personality. The firm currently uses WAVY and another area station on an 18-20 announcements weekly basis. "I strongly recommend WAVY to sell in Portsmouth, Norfolk and surrounding communities," stated Joe Tusing. "It has been a major factor in our success."

WAVY, Norfolk-Portsmouth Announcements

#### TRAVEL BUREAU

SPONSOR: George Cowton Travel Bureau AGENCY: Direct Capsule case history: The George Cowton Travel Bureau. Grand Island, Neb., has been using radio for the past year, and the results have proved frankly amazing to George Cowton, the firm's president. Although other media were used. Cowton credits 90% of his sales leads to his schedule on KMMJ, Grand Island. Cowton uses radio to bring before the public the travel bureau's services in facilitating travel all over the world-services with which midwestern audiences are largely unfamiliar. In this sense, Cowton uses radio as a missionary medium. The KMMJ campaign has produced a number of interesting results in which people living a considerable distance from the station have been moved to instant action. For example, a listener in Norton, Kansas, more than 100 miles away, was in Cowton's offices the same day he heard the announcements and forthwith purchased a round trip to Switzerland, "Radio is the most effective advertising medium." stated George Cowton.

KMMJ, Grand Island, Neb.

Announcements

#### PIANOS AND ORGANS

SPONSOR: Smyth Piano Company AGENCY: Dir

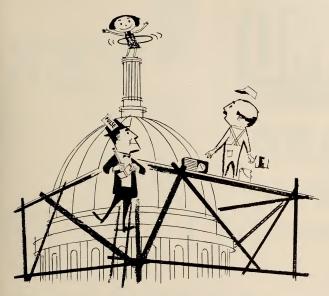
Capsule case history: The Smyth Piano Company of I Moines, a medium sized retailer of pianos and electric of gans, used various media for the past several years, I enjoyed no notable success until it recently turned to rad The company purchased a four-week schedule of half-mine announcements at the rate of 20 per week on KSO, I Moines. The spots were fairly evenly distributed throughthe broadcast day-most were in daytime, some in drivi time, and several during the evening and on Sunday. T total cost was only \$165 per week. The results were astouring to the Smyth Piano Company. Not long after the schule got under way, Smyth was literally sold out. Their tire stock was purchased and Smyth had to call for mo instruments. It was by far the most sensational sales peril in the history of the Smyth Piano Company. "For the filtime, advertising has produced recognition of the companame," commented O. B. Smyth. "I'm sold on KSO."

KSO, Des Moines

### PERFUMES

SPONSOR: Worth Parfums Corporation AGENCY: Diet Capsule case history: The day after Jean Shepherd WOR, New York, delivered two commercials on behalf Worth Parfums Corporation, importers of fine French p fumes, 400 people went to B. Altman and Company's pfume counter, and the stream of people kept on until a gra total of 1,200 people were drawn to the department stores a direct result of Shepherd's two sales messages. Won Parfums is not a large company and has a modest ad budg-The firm turned to radio because of the necessity for a liited campaign to effectively sell a quality product. " desired an honest presentation in a manner that blended with our product," explained Donald F. Landsman. " did not want a 'spot,' a flash or a quick hard garble words. Radio has been the answer to our very specialization problem." This experience on WOR has proved to Won Parfums that a mass appeal radio station can sell a cla product. "The response was sensational," said Landsm

WOR, New York Announcement





# what radio station do you first tune to for news of the Washington area?



WWDC, replied 21.7% of the people polled by PULSE. A clear-cut "first" if ever there was one—with our closest competitor 5.6 percentage points in the rear.

For full details on this and other important measurements of leadership, write WWDC or ask your Blair man for a copy of "Personality Profile of a Radio Station." Based on a special qualitative PULSE survey, it gives you a true Washington, D.C., yardstick.



REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

There's exciting news in Jacksonville, Fla., too—where WWDC-owned Radio WMBR is changing listening habits overnight. CBS Spot Sales has the story.



# 10,000 POWERFUL WATTS

reaching 5,500,000 people . . . at an AMAZINGLY LOW, LOW COST-PER-THOUSAND!

DELIVERS THE

2nd LARGEST MARKET
IN NEW YORK STATE...

GREATER LONG ISLAND
(NASSAU-SUFFOLK)

INCOME \$4,138,212,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna



National and regional spot buys in work now or recently completed

# SPOT BUYS

#### TV BUYS

Kendall Co., Kendall Mills Div., Walpole, Mass., is going into scattered markets to promote its cotton products. The campaign kicks off the early part of December for five weeks. Chainbreaks during nighttime segments are being scheduled; frequency depends upon the market. The buyer is Elaine Akst; the agency is H. B. Humphrey, Alley & Richards, Inc., Boston.

General Foods Corp., Maxwell House Div., Hoboken, N. J., is going into major markets for its regular Maxwell House coffee. The schedules start this month; minutes during nighttime segments are being used. Frequency varies from market to market. The buyer is Dick Walken; the agency is Benton & Bowles, Inc., New York.

The Welch Grape Juice Co., Inc., Westfield, N. Y., is preparing its next year's campaign for its juices. Roughly, the top 25 markets are being used. The 39-week schedules start 1 December. Minutes and 20's during both daytime and nighttime periods are being placed; frequency varies from market to market. The buyer is Stan Newman; the agency is Richard K. Manoff, Inc., New York.

#### RADIO BUYS

Radio Corporation of America, RCA Radio-Victrola Div., New York, is lining up schedules in scattered markets during the holiday season to push its radios. The campaign starts in late November, runs for three weeks. Minute announcements during daytime slots are being purchased, with the teenager in mind. Average frequency: 10-20 announcements per week per market. The buyer is Ed Kobza; the agency is Kenyon & Eckhardt, Inc., New York.

Fanny Farmer Candy Shops, Inc., Rochester, N. Y., is planning some short-term flights in various markets for its candies; its distribution is in New England, northern and northwestern states. Schedules begin in late November; minutes during daytime periods are heing purchased. Frequencies vary from market to market. The buyer is Dick Shepard; the agency is Charles Rumrill & Co., Inc., Rochester, N. Y.

Ford Motor Co., Mercury, Edsel & Lincoln Div., Dearborn, Michis going into major markets with an intensive campaign for its Mercury cars. The big push starts this month for six weeks. Minutes during traffic slots are being used; frequency depends upon the market. The buyers are Lou Kennedy and George Simko; the agency is Kenyon & Eckhardt, Inc., New York.

Alfred D. McKelvey Co., subsidiary of Vick Chemical Co., New York, is purchasing schedules in top markets to push its Seaforth men's toileries. The three-week campaign starts in late November and early December. Minutes during traffic slots are being lined up, with frequencies varying. The buyer is Ray McArdle: the asency is Morse International. Inc., New York. 3 V FNGLAND

WTIC-TV HARTFORD 15, CONNECTICUT TEL. JACKSON 5-0801
REPRESENTED NATIONALLY BY HARRINGTON, RIGHTER & PARSONS, INC.



# **MR. STATIO**

# what does trade pape

First, circulation means people who make the buying decisions. These people include—at SPONSOR—timebuyers, account executives, ad managers, marketing men, media executives, agency principals, and possibly a dozen more job titles. They're your prospects.

Only SPONSOR has its circulation audited by job titles to give you at a glance the simple facts you need about readership that count most heavily in your selection of trade paper promotion.

Sure, SPONSOR has more total advertiser-agency readers than any other publication in its field—7,035\* to be exact, or slightly more than 58 per cent of its total circulation. For SPONSOR is edited for buyers.

PS: BPA (Business Publications Audit) was established in 1931 expressly for the purpose of auditing business papers or trade journals. BPA has 475 trade paper members, more by far than any other publication audit firm. \*June 1958 BPA audit just released.

# IANAGER,

# rculation mean to you?

But numbers alone are not enough. You need a job title analysis to get the full measure of trade paper value. That's why SPONSOR has availed itself of a BPA audit that identifies the reader you want to reach by the exact title he holds at the agency that buys your time as well as at the national advertiser level.

In a word, SPONSOR has the circulation (quantity and quality—both) that guarantees your national advertising maximum exposure and, therefore, maximum results. May we send you the BPA audited job title analysis? You'll quickly spot your top 1958 buy.

# **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### CBS RADIO

(Cont'd from page 35)

radio because they already have it with tw, he said. Hayes also felt that web radio had suffered recently because it was "out of fashion." He is confident, however, that the medium is coming back into fashion.

Few agency men will agree they buy media in fashion cycles but many will agree with Hayes that network radio is the cheapest way to buy a national audience. They will also agree that tv is a fly in the ointment what with the pressures put on ad budgets by video programing and the fact that dealers are often entranced by the sight-andsound medium.

Network billings figures make clear that admen have certain major reservations about network radio's efficienty, however. Two top agency media directors made this point:

Since radio listeners usually show preferences for certain stations, a buy on one network limits the accumulation of different homes an advertiser can reach (though its effectiveness in hitting the homes it does reach with economical frequency is not doubted.)

"When I buy radio today," said one of these executives, "I have to buy a half dozen stations in major markets to reach a decent share of homes."

The networks counter with figures that a number of advertisers hit between 20 and 25% of U.S. radio homes with a one-network buy. These include Bristol-Myers, Brown & Williamson, Ford and Lorillard (for more detailed figures, see Radio Basics, p. 41, 20 September 1958). Purchases on more than one network can increase this. MBS has had some success with a presentation of Nielsen figures showing there is a minimum of overlap between MBS audiences and those of CBS and NBC.

Another problem is the conviction that network radio caters to an older audience—particularly in its daytime dramas. The competitive atmosphere being what it is, this very point was made by ABC Radio when it revamped its schedule last year with five hourlong strips of live music and variety. One astute agency man feels that the older audience has been evident in the network radio audience composition figures because tv penetration grew more slowly in homes with older people. With video approaching the saturation point, he said, a more balanced

audience for net radio is developing.

Judging by agency comments, some of CBS' troubles stem from a lack of flexibility, particularly in its emphasis on standard-length shows and the difficulty of buying scattered announcements of different lengths.

At present the shortest periods for sale on CBS are the 2½-minute segments available only in the daytime dramas. These, in effect, are 30-second announcements. In addition, buyers of 7½-minute segments, which provide something close to a minute and a 30second announcement, can swap announcement time with other clients, though this is not easy to do.

CBS is aware of how some agencies feel on the flexibility issue. Hayes' answer is this: "We have the top audiences among all the radio networks. To clutter up our schedules with more announcements would drive people away. We offer program buyers protected listening to their commercials."

To what extent the CBS move will affect the other networks remains to be seen. A wait-and-see attitude seems to prevail. However, some concern was expressed by the NBC Radio Affiliates Executive Committee. In a telegram to NBC's chief, Robert Sarnoff, George W. Harvey of WFLA, Tampa, said on 5 November the CBS action of "further depreciating network radio" was in contrast to the "revitalizing job NBC has done." Harvey asked for a special meeting in New Orleans on 21 November and said, "We do not want our position to be compromised and would like an expression of faith in network radio from NBC.

This expression of faith was provided by Sarnoff in an answering telegram the next day. However, Sarnoff said NBC has no other plans "than to continue building on the progress of the past" and, therefore, did not feel there was any need for such a meeting.

The pat-on-the-back in Harvey's telegram was a reference to NBC's dramatic comeback uwder the leadership of Matthew J. Culligan. This comeback has resulted in increased compensation payments to stations and, according to Culligan, a 25% increase in billings over last year. NBC has been plastering ads all over the trade press in which it claims 48% of the sponsored hours on three networks (excluding MBS, for which figures were not available). CBS won't buy these figures on the ground that the different ways in which the networks sell time

make such comparisons meaningless.

The question raised by NBC's undoubted increase in billings is whether NBC has found a more or less permanent answer to network radio's place in the scheme of things. It appears to admen too early to tell, though many of them are impressed by NBC's merchandising and promotion and its programing ideas. Most media buyers are convinced that the program formula is vet to be found.

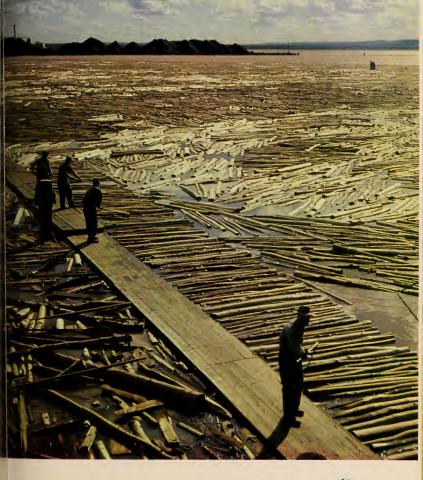
Much of the discussion about network radio's future centers around the question of how the medium can be "complementary" or "compatible" to local radio. ABC's live approach was offered as such an answer but it failed to catch fire and was, for ABC at least, an expensive experiment.

The MBS formula of providing music and news to stations for local sale while keeping other newscasts for national sale is probably the most radical approach in that it is closest to the program service format which has been talked about for years. Mutual has been sold out on and off for some months but the limited amount of time for sale keeps the format from becoming a real money maker for the web. One of the virtues of the MBS method is that small stations, which generally don't get free pressings from the record companies, can "buy" popular music economically.

Analyzing the networks' future is made more complex by the fact that national policy is involved. For a number of reasons, including national defense, the FCC wants to keep the radio networks alive.

A significant statement on this score was made recently by Richard S. Salant, vice president of CBS, Inc. He told a meeting of managers of CBS o&o's that the regulatory powers in Washington, "unable to separate the video and audio facets of broadcasting for regulatory purposes, may be forced to adopt a liberal attitude toward network ownership and option time in order to assure radio's well being.' The implication here apparently is that the FCC may be convinced not to tamper with the profitable option time regulation nor cut down the number of tv stations a network can own so that the webs will be willing to continue to carry the wired chains at a loss.

The hope, is that the radio networks will be able to stand on their own feet. There are certainly enough admen rooting for this eventuality.



Timber...

ANOTHER OF MINNESOTA'S GIANT INDUSTRIES!

50,000 workers earn \$134,000,000 annually . . . and they ALL LIVE and SPEND in KDAL-KDAL-TV land!



KDAL TELEVISION

Dominaling minnesota's Timber Industry!

PENNSYLVANIA'S

RESTAURANTS \$86,141,000

APPAREL

\$88,521,000

\$68,698,000

# GASOLINE

AN NBG BASIC BUY

89,772,000

Counties Covered • LUZERNE

- LACKAWANNA
  - LYCOMING • COLUMBIA
    - SCHUYLKILL MONROE
- NORTHUMBERLAND WAYNE

WYOMING

- SUSOUEHANNA BRADFORD SULLIVAN UNION
  - SNYDER LEHIGH
    - CARBON
- MONTOUR



WILKES-BARRE • SCRANTON • HAZLETON • WILLIAMSPORT BIGGER THAN A BILLION DOLLAR MARKET

The third highest set count in the state . . . . reaching your customers in 19 of the state's Northeastern and Central Counties. To reach the same audience it would take 28 newspapers, 36 radio stations, hundreds of billboards, and too much direct mail

for any advertiser's budget. Serwed Best by the 1

There's more to WBRE-TV's sales-producing story GET ALL THE FACTS BEFORE YOU BUY! WILKES-BARRE, PENNA



#### FILM-SCOPE

15 NOVEMBER 1958
Copyright 1858
SPONSOR PUBLICATIONS INC.

Amoco's entry into syndication last month seems to be breaking the ice for other regional oil advertisers.

Last week the Humble Oil and Refining Company of Houston signed for Rendezvous in 21 Texas and New Mexico markets. Price for the 52 consecutive week deal is \$500,000 in time and talent; the agency is McCann-Erickson. (For details, see FILM WRAP-UP, page 67.)

One of the more significant things about the Amoco and Humble Oil buys is that both were brought into syndication by CBS Films.

Another Humble Oil venture into television—via tape—is its regional covering of the Southwest Conference football Game of the Week. Here's how KPRC-TV in Houston organizes tapecasts along a 29-station network:

Friday: station nearest game brings in four cameras.

Saturday: three hours of tape coverage are closed-circuited back to KPRC-TV. By editing (work time: five hours) 30 or 35 minutes of video are selected.

Sunday: narration and crowd noises are dubbed in (work time: three hours) and then commercials and an interview are added to complete the 45-minute air tape in time for 5:00 p.m. broadcast.

With child-oriented advertising money almost all in syndication, Trans Lux is entering ty production with Felix the Cat cartoons in the hope of luring some juvenile spenders back into network.

But if the apathy of advertisers and networks towards children's show should continue, the Felix show might find more welcome in syndication with national spot and local sponsors.

Production plans are for 200 new cartoons of 3½ minutes, capable of being blocked up into four episode shows.

Videotape may be the strategy called for by motion picture interests in an end run play around existing film producers and toward the paydirt of national and regional sponsor money.

For example, Paramount-owned KTLA, Los Angeles, last week became the nation's first outfit to set up a ready-to-go programing and sales staff for "Tape Delay Broadcast Network," which means tape syndication.

With veteran network musical producer Lee Cooley to develop new music and drama shows and Ziv-trained Al Goustin as the nucleus of a national-regional sales staff, KTLA may be a tape pioneer in these ways:

- · Nurturing talent and shows locally for eventual national exposure.
- · Reducing inherent networking and filming costs via tape economies.
- Offering an eventual possibility for major commitment of Paramount Pictures facilities and investments—and it's no secret movie companies that regarded tv production as tabu over the past decade would now like to change that stance if they can.

The most recent sign of how important feature films are to audience viewing habits is the publication of a soft cover book by Bantam as a popular guide to watching movies on tv.

This description and evaluation of some 5,000 movies on tv might also prove handy for station, rep and agency men.



15 NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### MARKETING WEEK

Food industry sales will exceed \$75 billion this year and will reach \$100 billion by 1965.

This prediction was made by Paul S. Willis, president of the Grocery Manufacturers of America, before more than 2,500 food executives at the GMA's golden anniversary convention in New York City's Waldorf Astoria last week.

Other high points of convention speeches:

- J. O. Peckham, executive vice president. A. C. Nielsen, reported food sales up 7% thus
  far in 1958 while disposable income increased less than 1%. A major contributor to
  the sales gains was the new or improved product, he said.
- Charles G. Mortimer, president of General Foods, said that while wage increases paid by grocery manufacturers and distributors from 1952 to 1957 totaled 868 per family "basket," the industry absorbed 836 of this increase. Mortimer called for a drastic deduction in "gimmick" wars, the "free" offers, gift gadgets, etc.

BBDO reports its latest food staff presentation (No. 21) is apparently being well received by the retail trade.

Executives from one large chain use the findings to convince branch managers to install soft drink vending machines in their stores.

This kind of reception is important to BBDO since the prime purpose of these presentations, first started in 1941, is to give something bask to the retail trade in return for past favors—cooperation in making retail studies, etc.

BBDO's food staff presentation was built around "The Confusion Factor in Grocery Shopping."

The study, which used the 3,500 women in the agency's National Panel of Consumer Opinion, was made because of the belief that bigger stores and more brands are contribnting to confusion among shoppers. Here are some of the findings:

- A whopping 94% reported that at least on occasion they find in-store conditions which
  make shopping confusing or difficult.
- Chief complaint: Aisles crowded by stock and stock clerks, narrow aisles, difficulty
  in reading price markings, difficulty in finding new advertised items.
- An overwhelming 87% reported they have a favorite grocery store and 83% said they shop mainly at their favorite stores.
- A third of all respondents said they did their main shopping on Friday, 19% said Saturday, 13% said Thursday, 29% shop on no special day.
  - Most shoppers (86%) travel to their store by private car.
  - What women shoppers would like most: to get out of the store faster.

As a result of the growth of supermarkets in Canada, retail volume is being concentrated in fewer stores, though this trend is not as marked as in the U.S.

An International Surveys study in the Dominion showed that about 25% of the 35,000 grocery stores do about 75% of the business. In the U. S., according to Nielsen, less than 10% of the stores do about two-thirds of the business. (For more details on grocery trends charted by Nielsen, see Marketing Week, 25 October, 1958.)

The IS survey showed supermarkets had increased their share of the grocery business from 34% in 1951 to 43% in 1957.

Chain store penetration in Canada differs considerably by regions.

In Cauada, chains do 58% of the grocery business in Ontario but only 22% in the Mritime provinces. In the U. S., chains share a business range from a high of 56% in the Middle Atlantic states to a low of 34% in the Southwest.



#### 15 NOVEMBER 1958 Copyright 1958 PONSOR PUBLICATIONS INC.

#### **WASHINGTON WEEK**

Elections rarely portend significant changes in Congressional policies toward broadcasting and advertising, but this election is certainly an outstanding exception to that particular rule.

With such stalwarts and activators in broadcast matters as Senators Bricker and Potter victims of the Democratic sweep and the general gutting of House and Senate Commerce Committees, here are some of the things you can expect:

- Redoubled fervor by the Democrats for investigations, what with probes often making juicy fodder for a White House campaign.
- A temporary setback in the battle for revival of uhf—a Bricker special interest—and the securing of more vhf tv channels from the military (Potter's pet).
- The networks again, with Bricker gone—will be relieved from the necessity of answering periodic charges of monopoly and the need for network regulation.
- A weakening of the chances for sports to get the power to act in concert to ban broadcasting of their events. Rep. Keating—their strongest advocate—who was elected to the Senate will be missing from the House Judiciary subcommittee which handles such anti-trust issues.
- More strongly esconced than ever as chairman of the Senate Commerce committee, Senator Magnuson may be able to block Oren Harris' efforts against pay-tv. Magnuson has been urging that it be given a trial.
- The Harris Legislative Oversight subcommittee finding no opposition from within Democratic ranks to expand its probes in manifold directions.
- Rep. John Blatnik, chairman of the House Government Operations subcommittee, gaining encouragement from among the influx of "diberal" Democrats for his crusade against false and misleading advertising, particularly in tv.

In all, four of the G.O.P. members of the Senate Commerce Committee went down to defeat at the polls.

In the corresponding House committee five of the six top-seniority Republicans retired or were defeated, and seven of the 15 Republicans will not return.

As for Keating, it will be recalled he was a powerful irritant to Celler, House Judiciary committee chairman, when it came to charges of violations of anti-trust laws in broadcasting, particularly the networks.

Counsel for the FCC and Justice Department submitted almost identical briefs to special FCC hearing examiner Horace Stern, both calling for disqualification of the four applicants for Miami channel 10.

They recommended cancellation of the license of National Airlines subsidiary Public Service Television for off-the-record approaches to Commissioners. Also that the applications of WKAT and North Dade Video should be tossed out for similar reasons. Only L. B. Wilson Inc., would remain, but presumably the field would be opened to new applicants.

Paul Porter, for Col. A. Frank Katzentine and WKAT, said in a brief that his client never sought to influence the decision, but merely to stop ex-Commissioner Mack from being influenced. His brief argued that National should be disqualified, but not WKAT.

Norman Jorgenson, for National, countered that no official of National was aware of any of the improper activities, and in any event Katzentine did considerably more.

Porter said it might be well to adopt a rule in the future against off-the-record approaches to commissioners, but to make it retroactive "would be grossly unrealistic and have sweeping consequences which would place the regulations of the communications industry in a situation even more perilous than it is today."

He added that such contacts were prevalent, and such a rule would mean probes of most radio and tv licenses on the same basis. National, the brief stated, went much farther and should be disqualified.



15 NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### SPONSOR HEARS

The media director in one of the topflight air agencies is going to have the tv/radio department put under his jurisdiction as well.

The move should take place before the first of the year.

-

One of the monitoring services, in selling itself to agencies, is making a claim that is causing considerable consternation.

The claim: As the result of monitoring records, a spot account recovered \$2,400 in refunds for commercials not telecast or defectively aired. Monitoring cost: \$300.

\_

Apply a load of salt to those rumors that Prudential, because of its \$60-million loan, is lending encouragement to a change in ownership of the NBC networks.

(It's just some personal politicking by a single Prudential board member.)

Incidentally, Prudential also has a big lending stake in CBS, Inc.—some \$50 million—with more to come for some building plans under discussion.

-

Lestoil is said to feel a bit miffed at competitor Texize for jumping into the St. Louis market first and tying up all the choice available time.

Seems that Lestoil doesn't think this behavior cricket is in view of the fact that Texize previously had visited Holyoke (Lestoil's home base) and got a lot of free advice.

Plans note: Lestoil is taking a hiatus on further buying—perhaps until after Christmas—hoping that the availability situation will loosen.

•

CBS TV currently is cooking up counter measures to thwart NBC TV's efforts to wean away some Colgate business.

NBC has its eye on the half-hour investment that Colgate has in Mighty Mouse on CBS. It's offering a quarter-hour each of Circus Boy and Rough & Ready cartoons, both at the half-hour rate.

Normally, you pay more for two quarter-hours than for a single half-hour (unless the two quarters are back to back). CB and R&R don't follow one another.

The insistence by more and more jingle composers that they reserve the small, or performance, rights for point-collecting in ASCAP is complicating things for sponsors.

Advertisers prefer to buy complete control of the jingle and thereby avoid any difficulties over station music clearances.

In contending for the right to own the jingle's copyright, writers cite the classic case of See-the-U.S.A.-in-your-Chevrolet being sold outright for \$250.

(ASCAP credits per-performance of a commercial jingle with one-tenth of a point.)

The switch of the Maxwell House vacuum pack brand from B&B to Ogilvy, B&M (where two former B&B executives—Esty Stowell and Dave Crane—were on hand to receive the catch) recalls other famed shifts of manpower followed by account transfers.

The historic breakaways which actually brought about the formation of new agencies were from N. W. Ayer to Young & Rubicam; JWT to William Esty; Benton & Bowles to Ted Bates; Pedlar & Ryan to Doherty, Clifford, Steers & Shenfield; and Ruthrauff & Ryan to Sullivan. Stauffer. Colwell & Bayles.

# IN BOOMING SAN DIEGO



### Sell MORE... with the power and prestige of

ABC-TV CHANNEL

in all the world, few areas can match the harm of San Diego, America's great nternational playground, And San Diego is triding ahead in commerce and industry hown by almost any index to be the astest-growing market in the U.S. Keeping tep with this growth is the romance and uccess of Station XETV-one of the most ascinating chapters in the history of Television. or few markets have television facilities to natch the thorough low-CPM efficiency rith which XETV blankets and sells he booming San Diego market. our Blair man has the convincing facts. hey merit thoughtful attention.

Effective December 1, 1958 XETV announces the appointment of

BLAIR TELEVISION

as national representatives

NEW YORK · CHICAGO · BOSTON · DETROIT · JACKSONVILLE ST. LOUIS · DALLAS · LOS ANGELES · SAN FRANCISCO · SEATTLE

#### **ADVERTISERS**

Revlon's George Abrams went on a forecasting plane re tv and radio at the ANA meeting in Hot Springs, Va., this week.

Included in his crystal-gazing:

- Advertisers will spend \$1.5 billion in tv in 1959, of which about \$400 million will be for spot and \$800 million for network tv. Radio network will do about \$70 million and radio spot, \$300 million.
- The next big trend in tv programing will be in the direction of crime and mystery shows.
  - Color tv can't help getting places.
- Tv will get more and more daring on controversial and intimate matters.
   Abrams also saw daytime tv making

further big strides and noted that radio was in dire need of new programing concepts.

(See SPONSOR-SCOPE for more ANA comments.)

#### Campaigns:

- Jack Ruppert Brewery (brewers also of Knickerbocker Beer) will launch a campaign this month to introduce its new Jack Ruppert Ale. Theme for this new ale: "Brewed specifically for men only." The New England market will serve as testing ground, via 20-second tv spot commercials, on prime Class A time, with a minimum of 15 announcements weekly in eight cities. Agency: Compton
- The Lewyt Corp. will expose its new electronic vacuum cleaner on local tv. via one-minute spots. Tagged at

the end of each commercial will be credit for the local dealer handling the product.

Strictly personnel: At the Campbell Sales Co., subsidiary of Campbell Soup -Russell Brewer named district manager (heat processed products). Sacramento: Robert Clinkenbeard, division institutional supervisor, southwest; and Gerald Thomas, named assistant to the general sales manager . . . Robert MacLachlan, appointed product manager of Spry and Liquid Spry at Lever Bros. . . F. Scott Matthews, product manager in the Household Products division of Colgate . . . Jack A. Swedish, named advertising manager in charge of national media for the Miller Brewing Co. . . . Philip Pritchard, marketing manager, at General Instrument Corp. . . . M. S. Griffin, named staff director of advertising for Thompson Products Divisions of Thompson Ramo Wooldridge, Inc., Cleveland,



# WRAP-UP NEWS & IDEAS PICTURES

Southern belles pretty up the dedication party thrown by WLW-A, Atlanta. Standing in front of tower model are (1 to r) Jean Carter, Miss Maid of Cotton: Toni Edisson, Miss Georgia Chick; Harry LeBrun, v.p. and general manager, WLW-A; Pepper Helms, Miss Atlanta; R. E. Dunville, president, Crosley Broadcasting Corp.: Diane Austen, Miss Poultry Princess; Olile Trezz, president, ABC TV Network: and Jeanine Paris, former Miss Georgia





Once a Knight, always a Knight: 10 promote his new morning show Knight Time via WSAI, Cincinnati, Herb Knight can be seen around town dressed as a medieval knight

#### AGENCIES

Cunningham & Walsh's latest video count study on tv showed there's been quite a gain in viewing this year over 1957.

The highlights of these advances include:

• The total viewing time per person for five weekdays is now 15 hours, 48 minutes; for the whole week, 22 hours, 7 minutes. Seventeen of the 22 hours is in the evening.

 Only members of the family that decreased their set attentions were children—both moppets and teenagers but this was very slight and easily made up by adult viewing.

 There's little difference between weekday and weekend viewing except among housewives. Their weekend viewing mornings is somewhat lower.

The average person spends somewhat over three hours watching tvevery day of the week, indicating viewery

ing survives changes in basic living patterns. That is, people still find time for tv regardless of whether at work or leisure.

Merger: Emil Mogul Co., Inc. and Lewin, Williams & Saylor, Inc., effective 1 January, 1959.

New Name: Mogul, Lewin, Williams & Saylor, Inc., with combined billings for 1958 at \$18 million.

New officers: A. W. Lewin, formerly chairman of the board at LW&S, becomes chairman of the new company; Emil Mogul, president of Mogul, continues as president and chief officer; and Sidney Matthew Weiss, president of LW&S. now becomes executive v.p.

The merged agency will headquarter at 625 Madison Avenue, New York.

Friendly again: Both Weiss and Geller and The Bon Ami Co. have composed their differences over the agency's contract. The case was taken to court this past September, when Bon Ami switched its account to Cole, Fischer & Rogow. Spotnews: Bon Ami is buying a couple radio (I.D.) flights in the top 15 markets.

Another court case settled: Warwick & Legler and Schick have been
haggling over the idea of using cotton
to demonstrate a close shave. The idea
was developed by W&L while it had
Schick's account. When it was shifted
to B&B, the "cotton test" appeared on
tv. W&L filed suit, and the case has
been settled with Schick admitting that
W&L owns the idea.

New agency name: The Kamin Advertising Agency in Houston, is continuing with its expansion program. Latest step is a change in name to Kamin-Nahas-Blumberg, Inc.

The new line-up of officers includes: Lester Kamin, president and chairman of the Plans Board; Fred Nahas, v.p.



Free transportation was provided by WCKT-TV, Miami, when the city was paralyzed recently by a bus strike. TV 7 used team of Shetlands for stranded Miamians

Concentrating on light atop Boston's John Hancock bldg., is Phil Christie, emcee of Program PM on WBZ, WBZA. Listeners helped in experiment—and light went out





Store Stations executives meet to discuss plans for the coming year. Those attending (standing, 1 to r): Herbert Dolgoff, general counsel; Jack Sandler, general manager, WQAM, Miami; Todd Storz, president, Storz Stations; Robert Tilton, national director of engineering. Seated (1 to r): Jack Sampson, sales manager, WHB, Kansas City; Bill Stewart, national director of programing; George Armstrong, executive v.p., general manager WHB; Fred Berthelson, v.p., gen. mgr. WTIX, New Orleans; and Jack Thayer, gen. mgr., WDGY, Minneapolis

in charge of sales; and B. L. Blumberg, v.p. in charge of agency operations and administration.

appointments: Ogilvy, Benson & Mather, for the General Foods' vacuum packed coffee account in the Maxwell House line, effective 1 January, 1959, Maxwell House was with B&B . . . Doyle Dane Bernbach, for the West End Brewing products, including Utica Club Beer and Ale, Matt's Premium Lager and Old English Ale. Account was with Cohen & Aleshire . . . Weiss and Geller for the Columbus Canning Co. of Columbus. Mass.. The Battle Creek Dog Food Co. and Woodard Foods of Florida. Inc.all dog food manufacturers . . . Publicidad Badillo, Inc., New York, for the California Rice Growers Association of Sacramento-for its Spanish brand Red Seal Rice to Spanish language markets in Continental U.S. . . . Blaine-Thompson Co., New York. for the Hess Brother Department Store of Allentown, Pa.

Foote, Cone & Belding, Chicago has added Equitable Life Insurance Socie-

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets-16th in the Nation-First in the South! Call CBS Television Spot Sales for a date!



BROADCASTING COMPANY

ty to its account roster. Other recent awards to Chicago agencies: Bozell & Jacobs, for Alaska Visitors Association . . . Wesley Aves & Associates. for Kawell-Walker Motors . . . William Hart Adler, for B. Heller and Co. . . . Burlingame-Grossman, for Roseland Engineering . . . Grimm & Craigle, for Perma-Line Rubber Products . . . Engel Advertising, for Nepo Manufacturing Co. . . . E. H. Brown Advertising, for Brillon Iron Works . . Harry Schneiderman Co., for the George Master Garment Co.

Awards: Grant Advertising's Miami office for nine awards at the annual exhibit of the Art Directors Club

Anniversary: Tucker Wayne & Co. of Atlanta, celebrating its 20th year this month. The agency opened its New Orleans office last June.

of Greater Miami.

Norman, Craig and Kummel continues its expansion program with the naming of these four new account executives: Thomas F. Swan, Martin Rokoach, Henry L. Hayden and Donald H. Stone.

More on personnel: Arthur Bailey, v.p. in charge of the Los Angeles office of Foote, Cone & Belding, elected to the Board of Directors and promoted to a senior v.p. . . . W. M. Starkey, a v.p. and account supervisor, appointed manager of the Los Angeles office of BBDO . . . Donald Jones, v.p. of MacManus, John & Adams and head of the agency's new business committee, named head of the Los Angeles office . . . Gerald M. Goldberg, named v.p. of Brandt Public Relations and Promotion, New York . . . Newton Briggs, merchandising director of Gardner Advertising.

Howard Davis, named head of the information services program of N.W. Aver . . . Shellev Hull, production supervisor in the Hollywood office of Ted Bates . . . Robert Twiddy, account executive, K&E . . . Lawrence Higgins, art director, Emil Mogul . . . Norman Widenhofer, to the Willis S. Martin Co., Ft. Wayne . . . Ernest Hodges, account man on Ralston at GB&B, was named advertising man of the year by the League of Advertising Men and Women in New York.

Personnel news from Chicago: John P. Devanev, elected v.p. at BBDO . . . Con Tennant, named v.p. in charge of tv film at Leo Burnett . . . C. Lowell Helman joins JWT as assistant media director . . . Calvin Merrick, formerly of Grant and Leo Burnett, in his own business as specialized consultant . . . Richard Anderson. associate media director at Y&R . . . John Mahoney, account executive at Gordon & Hempstead . . . Roberta Low Friz, to the copy staff at Jones Frankel Co. . . . Tom Melolin, account executive at Leo Burnett . Pete Cavallo, radio-tv head for D'Arcy, leaving agency to purchase own radio station.

#### CANADA

Broadcast Advertising Bureau's Ty division has come up with an analysis of daytime audiences to be used for presentations until BBM's material for November, 1958 is available. Here's the estimated tv audience reached on an average weekday-fall.

1958:

| TIME        | HOMES | WOMEN | ADULT: |
|-------------|-------|-------|--------|
|             | (000) | (000) | (000)  |
| 12:00-12:30 | 309   | 297   | 442    |
| 12:30- 1:00 | 319   | 288   | 454    |
| 1:00-1:30   | 373   | 339   | 487    |
| 1:30-2:00   | 412   | 371   | 499    |
| 2:00-2:30   | 447   | 358   | 550    |
| 2:30-3:00   | 691   | 580   | 849    |
| 3:00- 3:30  | 876   | 736   | 1,130  |
| 3:30- 4:00  | 1.129 | 1,005 | 1,456  |
| 4:00- 4:30  | 1,203 | 854   | 1,468  |
| 4:30-5:00   | 1,331 | 513   | 985    |
| 5:00- 5:30  | 1,524 | 518   | 945    |
| 5:30- 6:00  | 1,656 | 563   | 1,061  |
|             |       |       |        |

Stereophonic sound extends across the border: CFCF launched the first regularly scheduled stereophonic broadcast in Montreal-Startime in Stereo. using both its AM and FM facilities.

#### Ideas at work:

· Colgate will launch its Miss Super Suds contest next week, on CJMS. Montreal. Miss Super Suds, a personality conceived and developed by CJMS, makes personal appearances in the various super markets and chain stores where Colgate's Super Suds is sold. Fifteen spots a day will promote it, and give clues on the first name identity of the masked Miss-Super Suds.

The wives of the staff on CKNW,
 Yesently raised \$12,000 for the Orphan's Fund by holding an "Orphan's Bazaar." The wives provided the work, supported by several women's and youth clubs, while the station provided the publicity, and sent its mobile studio to the Bazaar to air from the scene.

Agency news: Philco Corp. of Canada, Ltd. from Hutchins Advertising Co. to F. H. Hayhurst Co., Ltd., effective 1 January, 1959.

Kenyon & Eckhardt, Ltd., Toronto, has these personnel additions: F. W. Booth, named production manager; Carl Wilson, account executive. David Roe, named manager of K&E's Montreal office.

#### COMMERCIALS

Video Crafts, Inc. exhibited to the tv trade a new form of stop motion puppetry produced in Japan.

Art Rankin, president, recently returned from Japan, where he formed six of the major puppet and animation studios into the Japan Animation Producers Association, designated to produce exclusively for Video Craft.

The video puppets, termed 'Stylized Animation . . . in Dimension' will have their storyboards and basic character sketches done in New York and then forwarded to their Tokyo office.

The policy of Lestoil on filmed commercials, as related by its president, J. L. Barowsky, to the Cleveland Ad Club:

- 1) They must be factual.
- No time should be wasted on an entertainment type of film because we are not in the entertainment business.
- At no time should any comparison be made with another product or products.
- All statements must be of a positive nature.
- Under no circumstances should our films make exaggerated claims or statements which Lestoil cannot live up to.
- Because we are entering our prospective customer's living room, the approach must be a soft one, and

one that will not antagonize our listeners.

The International Advertising Film Festival in Venice selected these commercials as the "best in the world":

Best tv commercial, live, action or animated—31 to 60-seconds: Calo Cat Food (for the Calo Pet Food Co.) now on tv stations in selected California markets. Agency: Foot, Cone & Belding, San Francisco office.

Best tv commercial, from 61 to 150seconds: Chemstrand nylon. Agency: Doyle Dane Bernbach.

#### FILM

In the event of an AFTRA strike, the freeze of live talent could unlock the doors for a tidal wave of film and tape programing.

Trade speculation on the subject is rampant, producing suggestions like these:

1) the networks might slot new-to-tv feature films in afternoon time, 2) shows to be replaced in January would get the ax early and be replaced by

# Leads in Fresno



Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative

in ratings
in coverage
in results

the NATURAL
st BUY

in South Carolina



COLUMBIA, SOUTH CAROLINA
G. Richard Shafto, Exec. Vice President
Charles A. Batson, Managing Director

Represented nationally by--Peters, Griffin, Woodward, Inc



GEE THIS COFFEE SMELLS GOOD!

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with



filmed series, 3) new syndication offerings might be rushed on network in short-term deals, and 4) locally made tape shows might get the nod for immediate network scheduling.

The Screen Extras Guild is threatening an AFL-C10-backed boycott of products sponsoring foreign-made television films.

Another AFL-CIO venture is production of a special (not for telecast) episode of "Father Knows Best" on freedom and tyranny.

A forward step in recognizing the importance of the writer in tv film production has been made by Screen Gems which will cooperate with the Writers Guild of America in producing a dramatic series, with a \$10,000 annual award for best script and a \$2 million overall budget for 39 half-hour episodes.

Sales: Humble Oil and Refining Company's 21 market buy of CBS Films' Rendezvous to start early in 1959 will include these Texas cities: Abilene-Sweetwater, Amarillo, Austin, Beaumont-Port Arthur, Bryan, Corpus Christi, El Paso, Galveston-Houston, Harlingen-Weslaco, Lubbock, Lufkin, Midland-Odessa, San Angelo, San Antonio, Temple-Waco, Texarkana, Tyler, Wichita Falls and two New Mexico markets-Albuquerque and Roswell . . . MCA's Paramount features sold to KPTV, Portland, Ore. . . . Ziv's Bold Venture sold in 52 markets, including a Maine-to Florida regional by Ballantine in 22 cities with WCBS-TV already cleared in New York: Chicago and Wisconsin cities for Heileman Brewing Co.; Electric Cooperatives on WUSN-TV, Charleston; Midway Furniture on WTAR-TV, Norfolk; stations are WTVJ, Miami; KVII-TV, Amarillo; KID-TV, Boise; KOLD-TV, Tucson; KGHL-TV, Billings; WLOS-TV. Asheville; WICV-TV. Erie: KTSM-TV, El Paso; KOMO-TV, Seattle; WKY-TV, Oklahoma City; WSM-TV, Nashville; WDSU-TV, New Orleans; KBAK-TV, Bakersfield, and KVAR-TV, Phoenix . . . The film library of WCAU-TV, Philadelphia, passes the 2,000 mark with purchase of Screen Gems "Sweet 65" package.

Stock transfer: National Theatres will buy out the common stock holdings of the three principal officers of NTA—Ely Landau, Oliver Unger and Harold Goldman, who will continue to serve as top NTA executives.

Strictly personnel: Hal Hackett of Official Films touring Puerto Rico. Hollywood and England to investigate production sites for three new series . . . John J. Mulvihill has joined United Artists Television as general sales executive . . . Alan Hartman appointed a sales v.p. of Jayark Films . . . Walt Plant resigns from ITC to form his own Hollywood production office with intended new dramatic production to include Tundra . . . William Susman promoted to producer for MPO Television Films . . . Paul H. Robins appointed president of Permafilm, Inc. of New York . . Mike Merrick opening his own public relations firm, Merrick Associates in New York.

Public service: Sea Power, a public service Navy show, will be filmed by Sande & Greene Productions of Hollywood.

#### **NETWORKS**

NBC TV this week cited Nielsen. Trendex and ARB in proof that it was ahead of the other two networks in ratings and shares of audience in daytime viewing.

CBS TV stayed mute, but ABC countered NBC TV's boasting about daytime by pointing out that it's narrowing the average ratings on the nighttime-front. The averages quoted from Trendex's

November ratings for all commercials between 7:30 to 10:30 p.m.: ABC TV, 15.9; CBS TV, 18.3; NBC TV, 17.0.

CBS Radio racked up more than \$325,000 worth of business last week, helped along by a surge of Christmas and New Year specials.

Among the new clients are: Comstock Foods, Plough, Inc., The Texas Co., and Stanley Home Products.

Other network sales: Beech-Nut Life Savers and Whitehall Labs, for ABI TV's Colt. 45... The Savings and Loan Foundation, for one-half and R. J. Reynolds and Whitehall for one quarter each of NBC TV's telecast of the 34th annual East-West Shring Game on 27 December . . . Ideal To few weeks ago on network television, VIDEOTAPE and NTA'S TELESTUDIOS did it again. Top dent Louis Nye came on as only Louis Nye can...came on great for Noxzema Instant Shaving other. And that's the way the creative doers at D. C. S. & S. planned it. They called for and got all the pact of a live commercial to integrate with a live network program. Just as important, they knew ey had it days before the commercial ever went on the air. That's because they got it with VIDEOTAPE TELESTUDIOS. Time saving, dollar saving, live quality — nothing less would do for Doherty, ifford, Steers and Shenfield, Inc. Nothing less can do for you. That's why TELESTUDIOS' top manageent personally supervises every VIDEOTAPE "take". That's why so many key producers, such as Robert the of D. C. S. & S. look fondly toward tape at TELESTUDIOS for commercials, pilots and programs. a clear case of live at first sight with VIDEOTAPE at NTA'S TELESTUDIOS, INC.





Why Don't You Just Ask George P. Hollingbery for the FACTS and the Pulse-Nielsen Surveys That Back Up These Claims?

#### WREN 5000 WATTS · TOPEKA, KANSAS



GOES FOR THAT DOG FOOD!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE!" in your Chicago sales with



Corp. will again sponsor Macy's Thanksgiving Day Parade via NBC TV . . . Walter Winchell returns to his Sunday night radio newscast via Mutual, for Bon Ami Co. and Symphonic Electronics Corp.

New affiliate: KOMO. Seattle joins its sister tv station as an ABC affiliate, effective June. 1959.

Personnel news at the networks: Arch Robb named manager, special programs, at NBC TV . . . Vincent Murray and John P. Fendley, named account executives in ABC TV's Central Division sales department.

#### RADIO STATIONS

At the scene: James Snyder, news director KDKA, Pittsburgh scored a major news beat this week, upon his return from covering the coronation of Pope John, XXIII.

Snyder, alighting from an airliner at New York International Airport was eye-witness to the crash of a Sea Board Western cargo plane into a standing Trans-Canada Viscount.

He immediately fed on-the-scene accounts of the accident via beeper phone to Westinghouse Co. stations, and also gave the first wire service tip on the story.

Richard Pack, v.p. of programing for the Westinghouse Broadcasting Co. gave his views on management and music programing before the NAB fall conference in Washington, D. C. last week.

Pack is convinced that station managers "rarely, if ever, listen to popular music, and that most of their attitudes about pop music are conditioned by emotionalism, competitive bias and general ignorance of current music and recordings."

"Too many stations today are doing without full-time program managers," Pack noted, "and this is a loss to the station and to the industry.

"No matter how knowledgeable your di,"s are, or your librarian, you need a program manager to ride herd on the overall sound, to develop new techniques, and to maintain a music policy which is not just the individual whim of anyone, whether he's a d.j. or a salesman."

RAB released two findings this week:

They were:

- New proof of radio's ability to reach adults, through a survey done by Pulse. The report: An hour-byhour breakdown showing that radia adult audience actually tops that of tv for two-thirds of the broadcast day—and the average adult radio audience during this period is nearly twice as high as tv's.
- 2) A one-week study of gasoline products showed that radio is getting more time with the user and huyer of automotive products on the days they purchase them, than all other media combined.

Thisa and Data:

. . Jack Sterling published a book this week of recollections from his 10 years of pre-dawn broadcasting. Title: Early In The Morning . . . Broadcasting gets perilous: WMCA, New York. has hired a special armed guard to protect Barry Gray. His controversial show has brought a number of threats against his life . . . Correction: G. A. Ruben Production's syndicated radio series (as reported in this column's November SPONSOR) is dubbed Stranger Than Science . . . Radio on wheels: WHDH, Boston, put its mobile radio studio into operation last week by inaugurating a 52-week schedule of broadcasts from various locations in the station's area. As a tie-in with A&P Stores, the programs will air directly from shopping centers . . . The I. Miller Salons, traditionally print advertisers only, has bought a radio program for the first time in the shoe store's history, Ballet Theatre, via WGMS, Washington, D. C.

Ideas at work:

 Now that elections are over. KGW, Portland, Ore., has initiated a "clean up the city" campaign. For every old election poster turned in, the station gives a penny. The promotion made such a hit, that the station claims its studios now look like a paper factory.

Disk jockeys at WWOK, Charlotte, aired their opinion to the controversy at Purdue University. It seems a hullaballoo was raised over the hula Adelaide Darling did at the school's football game. Station dij's, however, selected their side, and named



#### 7-COUNTY PULSE REPORT

KALAMAZOO-BATTLE CREEK AREA - MARCH 1958 SHARE OF AUDIENCE - MONDAY-FRIDAY

|                   | wkzo | Station "B" | Station "C" |
|-------------------|------|-------------|-------------|
| 6 A.M 12 NOON     | 32   | 22          | 10          |
| 12 NOON - 6 P.M.  | 29   | 22          | 10          |
| 6 P.M 12 MIDNIGHT | 30   | 20          | 11          |

#### In Kalamazoo - Battle Creek With WKZO Radio!

The WKZO Radio crew will navigate sales for you in Kalamazoo - Battle Creek every day and night, with an audience 43% larger than that of the next station. The WKZO morning flight (6 a.m.-noon) averages as many passengers as the next two stations combined!

Make your reservations now - with Avery-Knodel for a happy landing in Kalamazoo-Battle Creek and Greater Western Michigan.

\*Marion "Pat" Boling did it from Manila to Pendleton, Ore. on August 1, 1958 - 6,979 miles!



#### The Fetzer Stations

CBS RADIO FOR KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN Avery-Knodel, Inc., Exclusive National Representatives her the "Girl we'd most like to roll a hoop with."

 KVOS. Bellingham, Wash., sent a letter to advertisers and agencies, claiming themselves in a dither over which audience surveys provide accurate listenership information about the station's market. It enclosed a form in which ad people were to check which survey they felt was most reliable.
 Winner: Pulse, Inc.

Station purchases: WEBC, Duluth. Minn.. to George Clinton, for \$250,000; WABR, Orlando, Fla. to Contemporary Broadcasting, Inc., for \$225,000 (both sales brokered by Blackburn & Co.) . . KWFC, Hot Springs, Ark, to the Phoenix Co., Inc. . . . Radio Kentucky. Inc. (WKYW, Louisville) to F. Eugene Sandford . . . KFMA, Davenport, Ia., in-part to Howard Dorsey, who becomes partner and general manager.

Station staffers: Alfred Anscombe, appointed executive v.p. and general manager of WINE-AN-FM, Buffalo . . . John McRae, executive v.p. of Intercontinental Broadcasting Co. . . Don Kelly, program director, WDGY, Min-

SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD

neapolis-St. Paul . . Alfred Lewis, named acting director of operations as well as business manager of WNBQ & WMAQ. Chicago . . . John Murray, Jr., assistant general manager, WWOK, Charlotte, N. C. . . . Chris Laue, program director of Public Radio Corp. . . . J. Walter Carroll, senior account executive, KSAN, San Francisco . . Donald Stellges, program manager, KEX-AM-FM, Portland, Ore. . . . . Charles Parker, program manager, WDRC, Hartford.

#### REPRESENTATIVES

John Palmer Co., west coast reps, became part of the John E. Pearson Co. this month.

Palmer will be Pearson's West Coast manager, headquartering in San Francisco. His entire station list and staff is included in the merger.

Offices completed: This week, Edward Petry & Co. moved into its new Dallas headquarters, at 211 N. Ervay Street. Hugh O. Kerwin is manager of Petry Tv in Dallas, and David Milam heads Radio.

#### TV STATIONS

Chicago's celebration of "National Television Week" (16-22 November) will be spearheaded by Kiwanis Int'l, via a motorcade through the downtown area this Wednesday.

Purpose: To draw public attention to the assistance and support tv renders throughout the year to a wide variety of charity, educational, and public service campaigns and programs.

Unusual for local retailers was the action taken by Mercury and Kodak dealers in Binghamton, N. Y., when WNBF-TV dropped the Ed Sullivan Show. The dealers jointly bought a

page ad in the Binghamton Press assuring viewers they had nothing to do with the drop-out and stating that the show was scheduled for WINR-TV.

A sample of how a new tv station is doing: KETV, Omaha, hit the best sales record in its 13-month history, during this past October.

The sales figures for that month represent an increase of more than 43% over March, 1958, the station's previous high month.

Under construction: New studies and office building for WHDH-AM-TV, Boston, will house five radio and two tv studies . . . WKRC-TV, Cincinnati, held ground-breaking ceremonies last week, to begin building its new edifices this week . . . WKYT, Lexington, Ky., starts expansion of its present tv facilities today (15 November).

#### Ideas at work:

- Pete Smythe initiated a jingle contest on his Western country store program via KOA-TV, Denver. He's offering a car litter basket by Rubbermaid to the best anti-litter jingle submitted by viewers, as part of his year 'round campaign against litterbugs.
- WTRF-TV, Wheeling, worked out a promotion with the Court Theater, located on one of the city's busies intersections. It also became a tie-in with NBC Daytime Tv promotion. The gimmick: A scrambled message on the marquee of the theater, which, when unscrambled, read "win a prize... send name and address to ... etc."

Thisa and Data: Target date for the return of WWOR, in Worcester, Mass. to the air is 1 December. The uhf station went off the air in 1955.
WISN-TV, Milwaukee, has a new sign on time of 8:45 a.m.

Promotions at WNTA, New York: Gerald Kaye, named president and general manager of the AM, FM and TV outlets . . Sidney Kavaleer, named radio station manager . . Juseph Morris, business manager of the radio and tv stations and legal counsel for all NTA stations . . Ray Nelson, to general executive duties at NTA . . . Paul O'Brien, sales manager for both radio and tv . . Barbara Wilkins, appointed director of publicity and promotion for WNTA-TV.

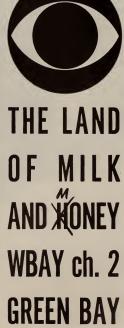
#### FARM BOY TAKES BUGGY-RIDE!

Today's definition of that word "Buggy" is a sporty Convertible. Our farmers, here in the Land of Milk and Money, are identified chiefly by their fat billfolds.

Here's a rich market of small cities and thousands of big dairy farms . . . 42% rural and 58% urban . . . where 1,350,000 folks spend \$1,750,000,000 in retail sales . . . more than 400,000 families enjoying Channel 2-CBS Television.







#### TV KID SHOWS

(Cont'd from page 48)

to find out where you are. The place is jammed and kids with their parents are lined up waiting in the street."

Hodge made it finally, despite a collicion with a truck on the way, and the Dairy Maid management had not been exaggerating. "Those kids had actually dragged their parents out there through the teeth of a blizzard."

Hodge took over as Captain Video on the DuMont network in 1950 (the role had been started in 1949 by Dick Coogan, now star of The Californian). The role of Captain Video came to an end about a year ago, yet for some months following the show leaving the air, Hodge was still in heavy demand for personal appearances and drew large crowds.

At its peak, the show was responsible for many advertising successes. One example was in the Pittsburgh market where it ran for some time sustaining. When it was picked up by Post Cereals for sponsorship, sales in the Pittsburgh market of Post products advertised on the show rose 135% in the suan of six weeks.

The early days of tv, found sponsors of certain products more than eager to reach the kid markets; many of these advertisers had been aiming at them for years in both radio and print. Some of the successes in early tv, with far less sets in use than today—are remarkable. Back in 1949, Mason candy bars ran a test on WNBT, New York, with Howdy Doody. A "humming lariat" was offered for two candy wrappers and brought in nearly 10,000.

The year before, in Chicago, the RCA 63E model record player was mentioned five times in the space of three weeks on Burr Tillstrom's Kukla, Fran and Ollie Show. No other advertising was given this machine. Within that single month, Chicago stores sold \$25,000 worth of the players.

Such stories have been duplicated time and again in the years since. A recent one, for example, was Cocoa Marsh which started with kiddie tv in one market (New York City) about two years ago, is now spending approximately \$1.5 million on kid shows in 40 markets.

One of the strongest testimonials to kid show sponsorship was reported by a housewife with "no axe to grind" for client or station. (What she had to say is graphically described in the picture on page 37.) She was shopping in her local supermarket, noticed a mother and child pause at the spaghettimacaroni shelf. Absently, the Mother picked up two cans of spaghetti, dropped them into her cart. The child watched in amazement, tugged at his Mother's coat sleeve and pointed to a LaRosa brand display. (LaRosa is now in about 8 markets with kid tv shows.) "The rose, the rose," he protested. The Mother, without a word. replaced the cans she had selected and picked up two cans of LaRosa spaghetti. The authoritarian parent is a thing of the past; youth will be served.

Meanwhile, ratings on children tr fare have been encouraging. Back in 1952, a New York Telepulse showed kid shows averaging about 6.5. This year, a Trendex Inc. Television Advertisers Report showed a national average rating for this program type at night to be more than 15 (situation comedies get about 17, Westers dramas, 22). Sponsor identification of kid shows was better than 44% (situation comedies, 39; Westerns, 27.4%):

The one area of kiddie shows upon which most admen agree is that they are taking a new direction—local. As one put it, "Spot tv has stolen the limeing that away from the nets with kid programs."

# YOUR BUSINESS WILL BE UP if you read SPONSOR'S 12th annual FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts

#### Reprints of popular BASICS charts sections:

|                         | 1 to 9     | 35     | cents | each |  |
|-------------------------|------------|--------|-------|------|--|
| 16 pages on Marketing   | 10 to 49   | 25     | cents | each |  |
| 16 pages on Radio       | 50 to 99   |        | cents |      |  |
|                         | 100 to 499 | 15     | cents | each |  |
| 24 pages on Tv and Film | 500 to 999 | 121/2  | cents | each |  |
|                         | 1,000 or m | ore 10 | cents | each |  |
| Prices include postage  |            |        |       |      |  |

| Please send me  | e, SPONSOR, 40<br>the following repri<br>or cash enclosed | ints:                                   | ·            |
|-----------------|---|---|--------------|
| Section         | Quantity<br>desired                                       | Unit price                              | Total amount |
| Marketing       |   |   |              |
| Radio           |   |   |              |
| Television-Film |   | *************************************** |              |
| Full copy of Fa | ll Facts BASICS-  | -\$1                                    |              |
| Name            |   | Company                                 |              |

To insure a place every week... and get reduced luncheon prices REGISTER NOW for the 1958-59 Series of RTES TIMEBUYING & SELLING SEMINARS

Advance registration entitles you to attend 17 sessions — from November 18 - March 24. Cost: just \$10, insuring opportunity to hear some of the biggest names in the industry discuss subjects like these:

An agency president looks at Tv / Radio; "Hypoed" Ratings; All-Media Buying's Pros and Cons; Local vs. National Rates; Videotape; Streamlined Rate Cards; many more vital subjects.

Just fill out the coupon and mail today to Claude Barrere, RTES, Hotel Biltmore, Madison Avenue, New York, N.Y.

|                 | reservations to the Selling Seminars at \$10 each. |
|-----------------|--|
| NAMEADDRESS     |  |
| \$Check enclose | sed  |





John E. Pearson Company

Represented Nationally by-

GIEL THIS GAS GIVES MORE MILEAGE!"

WGN-TV commercials get results because WGN-TV programming keeps folks watching. For proof, let our specialists fill you in on some WGN-TV case histories and discuss your sales problems.

Put "GEE" in your Chicago sales with

WGN-TV
Channel 9—Chicago



# Tv and radio NEWSMAKERS



Jack Tarleton has joined Leo Burnett as a vice president and member of the Plans Board. He comes to Burnett from Eastman Kodak, where he has been director of advertising art since 1956. Tarleton began his career in advertising as art director at Lennen & Mitchell (now Lennen & Newell). He left the agency in 1931, with J. Sterling Getchell, to form an agency in the latter's

name. He was then in his mid-20's. Following the dissolution of J. Sterling Getchell, Inc. because of World War II, Tarleton became head art director at William Esty. From 1948 to 1950, he was with his own firm of Day, Duke & Tarleton, Inc. In 1950, he moved to Cunningham & Walsh, where he spent six years as head art director on the Liggett & Myers account. He left C&W to join Eastman Kodak Co.

C. B. "Pete" Clarke has been appointed sales manager of WDGY. Minneapolis-St. Paul. His experience with the station for the past two years, as account executive in the sales department, has given him his background for this position. Clarke is a graduate of Bowdoin College, in Brunswick, Maine, and has been a resident of Minneapolis for nine years. He entered



Twin Cities radio in 1951 after three years of association with the Scott Paper Co. In 1954, Clarke joined WICN, in Minneapolis- St. Paul. He remained there for two and one-half years before coming to WDGY in March of 1956. He will be in close contact with general manager of the Twin Cities station, Jack Thayer, Clark, a native of Beverly, Mass. is married and the father of five children.



Wayne Kearl has been named station manager of KENS-TV, San Antonio. He has been commercial manager at the San Antonio basic CBS affiliate since 1954, and will now assume full responsibility for the operation of the television station. A veteran of 17 years in the broadcasting field. Kearl served as station manager at KGMB-TV in Honolulu. Prior to that, he was as-

sociated with several radio and television stations, including KNX. Hollywood; KSL and KSL-TV, Salt Lake City and KOVO, Provo. Utah. Regarding Kearl's appointment. Albert D. Johnson, general manager of KENS and KENS-TV, said: "the move will enable me to concentrate my personal attention on KENS, where a new program of increased service to our listeners is being introduced."

## as basic as the alphabet



#### **EGYPTIAN**

Remember the Biblical story of Moses in the bulrushes? The Egyptian picture-sign for rush is considered the forerunner of our modern letter K.

#### **PHOENICIAN**



When the Phoenicians ruled the Mediterranean trade-lanes from their legendary cities of Byblos, Tyre, and Carthage, these ancient businessmen adapted the Egyptian sign and made it kaph (palm of the hand).

#### GREEK



Long before the majestic Parthenon crowned the Acropolis in Athens, the Greeks took over the mark from visiting merchants and made it their letter kappa.

#### ROMAN



Rome was not yet a large city when dwellers along the Tiber took the Greek letter from the Etruscans and gave it substantially the form we use today.

> Historical data by Dr. Donald J. Lloyd, Wayne State University



Key station for Michigan

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within W WJ's day-time primary coverage area.



Keep your product moving by using Michigan's fast-moving radio station. WWJ pleases dealers and distributors with its exceptional sales-power pleases listeners with its hi-fi sound and up-to-the-minute service.

Keen personalities like WWJ Melody Paraders Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim Deland—exclusive features like the WWJ radio-vision studios at Northland and Eastland shopping centers—are "naturals" for mid-winter campaigns. Buy WWJ—it's the basic thing to do!

### WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by The Detroit News
NBC Affiliate

National Representatives: Peters, Griffin, Woodward, Inc.



# SPONSOR SPEAKS

#### Why the air media must develop statesmen

Andrew Heiskell, publisher of Life Magazine, speaking before a recent meeting of the Audit Bureau of Circulation in Chicago, offered some provocative, if gratuitous, remarks about Life's chief competitors, the broadcast media.

According to Heiskell, the "diffusion of responsibility" among networks, stations, advertisers, agencies and the FCC, make it unlikely that radio and tv will be more than "transmitters of entertainment" during the next 10 years.

Said Heiskell, "the print media must take the responsibility for supplying the leadership and enlightenment which are necessary for our survival."

Life's publisher undoubtedly has an axe to grind. But, despite his obvious self-interest, we believe that his comments should be taken very seriously by members of the broadcasting profession.

In the coming months and years, the air media are going to face increasingly heavy attacks from magazines and newspapers, who are fighting hard to retain their revenues.

Heiskell's speech represents, in fact, a kind of "party line" which, we believe, the print men will adopt with growing severity, as the battle progresses.

We predict that their attacks will increasingly emphasize the "lack of prestige" in radio and tv, and that they will use every possible means to suggest that the broadcast media have no real stature or respectability.

If their efforts were based merely on fear and jealousy and sour grapes, then radio and tv would have little to fear. But, unfortunately, there is more than a grain of truth in what men like Heiskell are saying.

Despite their admitted power, the air media have not yet developed enough far-seeing and responsible statesmen to meet the industry's needs. This is a challenge which broadcasting must face, and face squarely. Can we produce the men capable of "leadership and enlightenment?"



THIS WE FIGHT FOR: A recognition, by everyone engaged in air media broadcasting and advertising, that the good name of the industry is our most priceless possession. If we lose it, we lose our rights, revenues, self-respect.

#### 10-SECOND SPOTS

Cowpokery: The Screen Extras Guild is about to crack down on producers who hire cowboys as "unmounted extras" at a lower pay scale than if they were mounted, and then when the script calls for it, putting them back on horses at the higher rate. SEC's premise: "The riding skills of our cowboy members must be properly compensated for at all times—whether or not they are actually in the saddle." Reckon it don't count to ride shotgun on the stagecoach?

Star is born: "Make A Million," the new Broadway hit starring Sam Levene, features one gratifying (to us) hand prop—a copy of SPONSOR on the coffee table.

Newsworthy: KREM, Spokane, pays a "dollar a holler" for news items. Recently a lady called to report excitedly that an explosion had just knocked the tops off nearby trees and shattered her windows. Asked if she'd reported it to the sheriff, she exclaimed, "My God. no!" and hung up.

Late show: One teen-ager to another: "I watch the craziest tv programs just to keep from going to bed."

Impromptu: Without a word of warning, Madison Avenue's bus line has been changing bus stops giving rise to a new grumble: "The wayward Madison Avenue bus."

Switch: From a WOR-TV notice of program changes— SATURDAY, NOV. 15, 10:30 P. M. DELETE: BLUE RIBBON BOWLING INSERT: BIG LEAGUE BOWLING And who lost that blue ribbon?

Follow-up: Two weeks ago, we reported one reaction to the invasion of Madison Avenue agencies by chickens from WJZ-TV, Baltimore. Here's another story on the subject. One rooster arrived at an agency, was given water to drink from a film can, but had to settle for dog food since the agency had no poultry feed account. The timebuyer to whom the bird had been sent found a co-worker whose father-in-law has a farm in Connecticut, and after two days in a Manhattan apartment, the bird was taken there. However, the black hens would have nothing to do with the rooster (white), so the father-in-law has now purchased four white hens to keep it company.

THE BALABAN STATIONS In tempo with the times Represented Nationally by Robert E. Eastman KBOX HITS PAY WIL St. Louis KBOX Dallas WRIT BUY Radio when you buy media BUY Balaban when you buy radio BUY KBOX when you buy Dallas and you BUY the people that BUY

population growth in KBET-TV coverage

#### POPULATION PROJECTIONS\*

|                                   | 1950    | 1956    | 1980      | percentage growth<br>1950-1980 |
|-----------------------------------|---------|---------|-----------|--------------------------------|
| SACRAMENTO and surrounding cities | 317,700 | 456,800 | 1,128,000 | 255%                           |
| STOCKTON-TRACY-LODI               | 200,000 | 232,900 | 550,000   | 164%                           |
| MODESTO-TURLOCK                   | 127,200 | 144,300 | 375,000   | 195%                           |

\*Stanford Research Institute



area....

KBET-TV <u>dominates</u> the fastest growing area in the U.S.!

KBET-TV CHANNEL 10

SACRAMENTO ...



CALIFORNIA

CBS OUTLET

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# 

THE NEW

K O M A

50,000 WATTS

clear channel

Oklahoma City

torz Station proven programming
with 50,000 watt (clear channel)
o create the big, bright new

in America's 48th market.
COMA General Manager

ipson.

WDGY, WHB, KOMA, WTIX, WQAM,
Minneapolis-St. Paul Kansas City ORiahoma City New Orleans Miami

Todd Storz, President, Home Office, Omaha • WDGY, WHB, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.

# ANA WANTS MORE CREATIVITY IN 1959 CAMPAIGNS

Advertisers with '59 budgets of \$1½ billion meet at Hot Springs, say greatest need is for more creative use of all media, and for better commercial copy

Page 31

Noble-Dury puts tv image first, makes product fit

Page 34

Are you making full use of your local ratings?

Page 36

Videotown loves morning radio says C&W report

DIGEST ON PAGE 2

# RADIO

reaches more
OKLAHOMA HOMES
than any other
RADIO STATION
in OKLAHOMA\*





it takes TALENT brother..... and



**TALENT** 

WPEN programs believable, selling, local personalities 24 hours a day, 7 days a week. Talent—that's why more local and more <u>national</u> advertisers buy WPEN than any other Philadelphia radio station.\*



Represented nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit \*BAR 1956—1957—1958



#### DIGEST OF ARTICLES

#### Creativity keynotes ANA Convention

31 Advertisers whose 1959 budgets will exceed \$1,500,000,000 in 1959 meet in Virginia, emphasize need for greater creativeness in ad use

#### Tv cart before product

34 What is the formula that Noble-Dury credits with building their \$4,000,000 billing? It's unusual, it works for them-what about you?

#### Are you making full use of local ratings?

36 No matter how whopping the national rating, it's a good idea to study the locals for soft spots in the line-up and then work to improve them

#### Videotown's love affair with morning radio

38 Cunningham & Walsh's 11th annual study of media habits in one town shows housewives doubled morning radio listening this year over last

#### Atlanta representatives organize

39 Atlanta representatives meet regularly for studies of individual accounts. Richard Hughes heads group known as Broadcast Representatives Assn.

#### Spot tv licks Bonomo's cost problem

40 Packaging improvement at no price increase and national distribution for candy item results from tv use; new sales match the old markets

#### Radio ties product sell to company image

42 Application of three-way pattern puts Kroger chain in No. 1 place in St. Louis, and brings dramatic sales results for the Roanoke chain

#### Parti-Day distribution hits 80% in test

43 Daytime tv proves power to force distribution of a product which had been on market six months. All major chains, supers now carrying

#### SPONSOR ASKS: How can tv commercials capture the attention of the inattentive viewer?

50 With viewer attention often waning during commercials, two agency men and a researcher discuss methods for sustaining and building interest

#### **FEATURES**

8 Commercial Commentary

59 Film-Scope 26 49th and Madison

60 Marketing Week

64 News & Idea Wrap-Up 6 Newsmaker of the Week

64 Picture Wrap-Up

62 Sponsor Hears

17 Sponsor-Scope

82 Sponsor Speaks

56 Spot Buys

82 Ten-Second Spots

24 Timebuvers at Work

80 Ty and Radio Newsmakers

61 Washington Week

Editor and Publisher Norman K. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

EDITORIAL DEPARTMENT

**Executive Editor** John E. McMillin

News Editor

Ren Roder Special Projects Editor

Alfred J. Jaffe Senior Editor W. F. Miksch

Associate Editor Pete Rankin

Midwest Editor (Chicago)

Western Editor (Los Angeles)

Marioria Ann Thomas

Film Editon Heyward Ehrlich Assistant Editors

Jack Lindrup

Gloria Florowitz Contributing Editor

Art Editor Maury Kurtz

Production Editor

Florence B. Hamsher **Editorial Assistant** 

Vikki Viskniskki

Readers' Service

Barbara Wiggins ADVERTISING DEPARTMENT

Sales Manager

James H. Fuller VP-Western Manager

Edwin D. Cooper Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

**Production Manager** 

Jane E. Perry Sandra Lee Oncay, Asst.

PROMOTION DEPARTMENT Jane Pinkerton, Manager

#### Lalitha Nayagam

CIRCULATION DEPARTMENT Savmour Weber Harry B. Fleischman

#### ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bowers George Becker Laura Datre Priscilla Hoffman

Jossie Ritter

Member of Business Publications Audit of Circulations Inc.

BPA

#### SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS (Combined with TV. Executive, Editorial, Circulation and Advertising Offices; 40 E. 49th St. (1970). General New York 11, N. Y. Take (1970). General New York 11, N. Y. Take (1970). General New York 11, N. Y. Take (1970). General New York 12, N. Michigan Ave. Phones: SUparior 7-896. Similaring Management (1970). General St. (1970). Similaring Management (1970). General St. (1970). Ge ©1958 Sponsor Publications Inc.

# This is America's 14th LARGEST radio market



#### WHO alone gives you "lowa Plus"!

Only thirteen areas in the U. S. give you a bigger one-station market than WHO's "Iowa Plus"!

And it's a GOOD market. Its farmers own more than 25% of all the Grade A agricultural land in America — average \$11,500 of income per year. Yet non-farm income is TWO times larger than agricultural income in Iowa!

WHO's coverage area contains 61 other Iowa radio stations (and many outside the State). Yet Iowa's radio listeners give WHO a 22.6% share of all listening quarter-hours, daytime (and 28.4%, nighttime) — more than given the next FOUR stations combined, either day or night!

The cost of covering this great audience with WHO Radio (one 1-minute spot, Class A time) is \$65. The same time on the next four stations costs \$84, or 30% more, for less audience.

Let PGW tell you the whole story of WHO.



WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



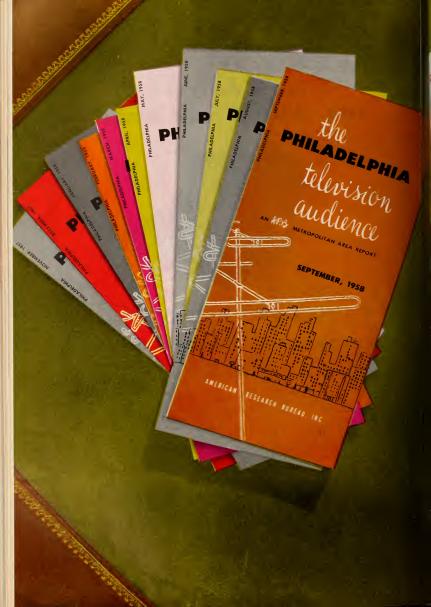
Peters, Griffin, Woodward, Inc., National Representatives

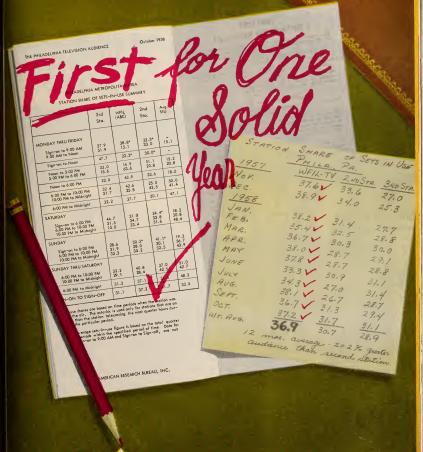


for Iowa PLUS!

Des Moines . . . 50,000 Watts Col. B. J. Palmer, President

P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager





A TRIANGLE STATION

### WFIL-TV

CHANNEL 6
BLAIR-TV





# NEWSMAKER of the week

A sign of the growing prestige of air media advertisers in trade circles is ANA's election of Henry Schachte of Lever Brothers as board chairman last week—the first representative of a major and predominantly air advertiser to be elected to that important industry post in several years.

The newsmaker: Succeeding Ralph Winslow of the Koppers Company as chairman of the board of the Association of National Advertisers is Henry Schachte, advertising vice president of Lever Brothers Co.

Significance of the election is that Lever Brothers is among the top five national advertisers and with three-fourths or more of its budget into television, is among the uppermost echelon of air media investors. It has been several seasons since the ANA chairman has been a representative of air media advertisers, and the election of Mr. Schachte this year at the 49th annual meeting follows closely on Lever Brothers' new emphasis on

An account executive with Young & Rubicam during that agency's pioneering years in television, Henry Schachte has been involved in Lever Brothers' marketing and management decisions of the past three years, and has served as a director of the company since 1956.

air media spending.

Prior to joining Lever Brothers, Mr. Schachte was senior vice president of Bryan Houston for two years from 1953 to 1955.

After his assignment to the Borden account as account executive for Young & Rubicam betweet 1945 and 1947, he became advertising director for the Borden Co for six years, establishing that company as a major user of tv.

Starting his advertising career with General Electric, Mr. Schacht began as an industrial copywriter and advanced to eventually take charge of all GE public relations advertising.

The impressive service record of Mr. Schachte in both the advertising field and in community relations includes these achievementspast chairman of the Advertising Research Foundation; trustee of Emerson College in Boston; director of the Advertising Council, are vice chairman and member of the board of directors of the ANA

As advertising v.p. of Lever Brothers, Mr. Schachte has had administrative responsibility for three divisions: advertising services marketing services and public relations.

For more than a decade the notable career of Henry Schachte ha closely paralleled the growth of television. His influence is the main factor in Lever's new tv role and, finally, stature and recognition for air media by the ANA.



Henry Schachte

# NEWSMAKER STATION of the WEEK CKLW, Detroit appoints EASTMAN

WHAT A MARKET! Detroit . . . 5th in the nation WHAT A FACILITY! 50,000 watts on 800kc

# CKLW

WHAT SELLING PERSONALITIES! Toby David, Myrtle Labbitt, Mary Morgan, Bud Davies, Eddie Chase, Ron Knowles

WHAT RATINGS! Check the September-October PULSE

... AND WHAT LOW COST!
Listen to your East/man for great bargains.





robert e. eastman & co., inc.

CHICAGO:

national representatives of radio stations

NEW YORK: 527 Madison Avenue

527 Madison Avenue 333 N. Michigan Ave, New York 22, N. Y. Chicago, Illinois Flnancial 6-7640

SAN FRANCISCO: Russ Bldg San Francisco, Cal.

YUkon 2-9760

CK IS THE BEST WAY TO SELL THE SURGING DETROIT MARKET!

#### WRBL-TV

Announces **GENERAL** and RETAIL RATE DESIGNATION

EFFECTIVE NOV. 1, 1958

Another indication of the come forward as a leader in any controversial issue and establish clear and concise policies applicable to all.

#### Call HOLLINGBERY FOR

- RATE DETAILS
- PRIME AVAILS
- PACKAGE PLANS
- TOP RATINGS
- MARKET DATA
- PROGRAMMING
- PENETRATION





#### Commercial commentary

#### Look Ma, I'm influencing millions

Well, anyhow, Nelson Rockefeller won in New York State, and, the way they tell it along Madison Avenue, Pat Weaver done it.

The boys are saying that the eloquent, if sometimes incomprehensible ex-president of NBC really deserves the credit for having snatched the one red rose of Republican hope out of the brambles of Democratic desire.



Pat, in case you haven't heard, was Nelson's tv mentor.

I gather that his handling of the "poor man's rich man" from Pocantico Hills was so brilliant that he is now considered America's No. 1 tv Svengali, and that down in Washington the old reliable Rasputin of the White House, Mr. Robert ("Night Must Fall") Montgomery, is feeling pretty gloomy about it all.

So far though, I haven't heard much about Weaver's tv sales techniques which produced that whopping 560,000 plurality in the Empire State.

I did note during the campaign that Pat told Rock to sneak in a plug for their mutual alma mater, Dartmouth. It happened at an airport meeting with Eisenhower. "Aren't you cold without a hat or topcoat?" asked the President. "Naw," said Nelson, "I had a real rugged upbringing. I went to Dartmouth, you know."

A pretty solid commercial, if I do say so, and smoothly integrated into the show. Authentic, too. Dartmouth men have been talking that same brand of hairy-chested, he-man language for 188 years, ever since old Eleazer Wheelock with a "Gradus ad Parnassus, a Bible and a drum, and 500 gallons of New England rum," went into the wilderness and founded the joint.

On Rock such talk sounds good.

Outside of this one obvious and free plug (and by the way, should we allow double spotting in political broadcasts?) all I've been able to gather about the Hidden Persuader methods used on Rockefeller is pretty much hearsay. But I offer it for whatever it's worth.

#### How to sell a candidate

According to a partner in a top 20 agency (the agency has four names and his is one of them) Pat had two big problems with Rock The first was voice; the second, face.

Pat worried (says my informant) because the Rockefeller voice was "too high." It didn't have the rich baritone resonance which, as any adman knows, is needed for successful tv selling.

As a result, Weaver had to spend a lot of time training John D.'s grandson (even before the nomination) in elementary voice control "Keep it low, Nelson," I can hear him saying, "Say it from your

The second problem which Pat reportedly faced is one that startled the hell out of me. I never realized it but apparently if you're really

(Please turn to page 13)

EYE-FULL!

A THRILLING NEW EAR-FULL!

TV's MOST

ACTION-FULL

NEW SERIES!



ZIV'S NEW HIT SHOW STARRING

# DANE CLARK

A HERO you'll always remember!

# JOAN MARSHALL

A HEROINE you'll never forget!

DANGER their cargo!

Every week a half-hour RACING WITH EXCITEMEN SIZZLING WITH SUPEN





FROM THE FLORIDA KEYS TO TRINIDAD . . .

#### he find EXPLOSIVE ACTION in every port of call!

BONGO DRUMS!

Here's a dynamic new star team, destined to become TV's greatest romantic pair! They're together and terrific in a series filled with Mystery and Intrigue amid Tropical Splendor!

Yes, Ziv is first again with the NEW, the BOLD, the EXCITING, truly, new dimensions in TV entertainment!



ZIV'S NEW ONE-OF-A-KIND SERIES . . .

## "BOLD VENTURE"

MORE ACTION PER MINUTE!

HEROIC

DRAMA

PER WEEK!

MORE

### OUTDOOR ADVENTURE

PER HALF HOUR!

...to give YOU More VIEWERS! More SALES! More PROFITS!

Compelling

MERCHANDISIN
and PROMOTION AID
help you win manuful
audience accepture
build market-wide intere
and enthusee
pave the way to greate

Television

starring DANE CLARK · JOAN MARSHALL



hep about modern marketing lore, you know that there is one "first rule of salesmanship."

The first rule (now hear this) is, "never pick a salesman with an angular face." And the Rockefeller face, the raw material with which Weaver had to work, is as rocky and craggy as the name.

Well sir, they say it took all of Pat's experience and ingenuity to work out the tv camera angles. Every shot had to be planned to soften and ameliorate those flinty old Standard Oil outlines. And when you realize that Rock was on tv practically every day from July to election day (his campaign cost a reputed and traceable \$1,000,000) you can see what a Herculean job Pat had to tackle.

But, as we say in the ad business, it's the sales figures that count. And Pat's pluck and persuasiveness really paid off at the polls.

I'd say he added another glorious chapter to the fast-growing saga of advertising's involvement in politics.

#### We are the movers and shakers

Nevertheless, I think we admen ought to accept Weaver's achievement with a solemn sense of responsibility. And a little humility, too. It's pretty obvious to such men as Vance Packard, Martin Mayer,

It's pretty obvious to such men as Vance Packard, Martin Mayer, and other students of advertising that, in modern times, we are the "movers and shakers of the world forever it seems."

But we gotta be careful how we use our power.

Take that first rule of salesmanship about avoiding an angular face. Using it, we're going to have to rule out men like Abraham Lincoln, Andrew Jackson, and Woodrow Wilson in the future. No salesmanship. No tv sex appeal.

It's an awesome thought, ain't it, Pat?

Beyond that, we ought to try to be humble about our mighty (but hidden) persuasiveness. We ought to remember that we, in the advertising business, have our faults and weaknesses, too, just like ordinary folks.

We also suffer from certain "occupational diseases," certain frailties and errors which are peculiar to the ad business itself.

I think one of the worst of these is "look Ma. I'm influencing millions" complex and let's not kid ourselves we all suffer from it just the least little bit.

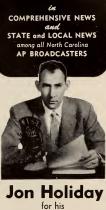
We all tend to overestimate and over-dramatize and over-publicize our own special and malevolent omnipotence.

Open up an adman's heart (no fooling, we have them) and you'll find graved there the one word, "Wow!" You'll find an image of surprised self-admiration, a sweet, shy, romantic, and exaggerated dream of his own power and influence.

How do I know this? Well, when I was a 21-year-old copywriter I had my first full-page ad in the Saturday Evening Post. I wrote it for Keds, the Footwear of Champions, and I've never been so impressed with anything in my life.

I took that ad home, hung it up on the wall, and gloated over it for days. And do you know what was running through my mind? It was such typical adman's thoughts as these, "Just think, the United States Rubber Co. was willing to spend \$8,500 to put my words in print. Just think, they had that much confidence in me. Just think, more than 3,000,000 people are moving to the measure of my thoughts."

Jeeze. And then again, wow!



TOP AWARD

WINNER

a Marria

#### Alemite News Desk

heard daily at 8:00 a.m. on

WIST

Yes, Jon Holiday is another big reason for the quality audience WIST delivers . . . and for the top ratings WIST enjoys all morning long. Top notch talent and programming attract the quality audience . . . and hold it . . . all day lone! They can sell for you.

#### **GET THE FACTS**

from any office of
PETERS, GRIFFIN,
WOODWARD, INC.
Exclusive National Representatives

### WIST

best radio buy in Charlotte

A BROADCASTING COMPANY OF THE SOUTH STATION

63



When all of the automobiles in Los Angeles are placed end to end—it's the usual afternoon hustle from work to suburbia. The fact that it moves smoothly, even swiftly, demonstrates that it pays to drive with both ears firmly on KMPC...where Johnny Grant's Freeway Club (2 to 6 pm), backstopped by three mobile units, helps the homing motorist bypass any traffic impasse. / Freeway Club is another of the common sense services, combined with uncommon taste in music, that

gives KMPC a full 39% more audience than the nest favored station in Los Angeles. / So in free wheelin choose the station that captivates the captive audience

### KMPO

GOLDEN WEST BROADCASTERS, LOS AGE



I uncisco is getting too big for its bridges. Unwary motorily become corks in Bayshore bottlenecks. But smarter
avoid the crush by keeping tuned to Bob Colvig's Comlub-afternoons, 4 to 7, on KSFO. It's a bright, brisk
of funsic and traffic bulletins that keeps autoists from
life her wits and ways. / Commute Club is still another
why KSFO has half again as much audience as any
adio station in the San Francisco-Oakland market,

including, of course, far, far more listeners out of home. / You can get your share of this bumper-to-bumper crop of attentive commuters. Just turn right to

KSFO

GOLDEN WEST BROADCASTERS, SAN FRANCISCO

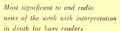


#### GAL-

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • \$3% billion annual retail sales • \$6% billion annual income Lancaster · Harrisburg · York · Reading · Gettysburg · Hanover · Lebanon · Chambersburg · Waynesboro · Lewistown · Sunbury Carlisle · Pottsville · Shamokin · Lewisburg · Hazleton · Mt. Carmel · Bloomsburg · Hagerstown · Frederick · Westminster





#### **SPONSOR-SCOPE**

22 NOVEMBER 1958
Copyright 1958
RPONSOR PUBLICATIONS INC.

For sheer numbers of people involved, the high point of the week's trade activities centered around visiting broadcasters in New York.

Three shows in three tents were going all week.

TENT # 1 was occupied by ABC TV's primary affiliates (over 30). The network's president, Ollic Treyz, stressed these themes; (1) ABC TV is the only network this season to show a rise in the nighttime share of audience; (2) the network is moving up its unveiling of new shows by six months on the theory that its growth—coupled with that of the general economy—make such a move justifiable; (3) the November Trendex shows ABC TV No. 1 in 10 major markets during its 33 evening commercial time periods.

TENT #2 housed the RAB sales clinic. One of the featured speakers, B. J. Wiernik, Mogen David Wine's sales-ad v.p., urged radio to police itself in keeping costs in line and to avoid overspotting. He also suggested that radio sharpen itself as a sales tool for comparison with other media.

TENT #3 held TvB's annual meeting, in which the association reported the latest story of the medium's growth and new patterns and ideas for selling tv.

The air media are starting to get a break among the suppliers for home building.

Portland Cement (JWT, Chicago) will run a four-week tv test starting next week in Memphis and Tampa, pointing out the advantages of cement over asphalt in building or improving a home. The spots will be tied in with male-appeal programs.

This field has heretofore been a magazine stalwart.

(See also case history on plasterers' use of radio, 15 November, page 41.)

Small wonder the magazines and newspapers are stepping up their fire against tv: The influence of tv is growing bigger than ever with dealers.

A Madison Avenue agency recently took a preference poll among dealers of a plastics product, and the vote for tw as so overwhelming that the client may switch his entire magazine budget to daytime ty.

Ty spot can't help but fatten from the crop of new consumer products headed for the market in 1959. Favoring these newcomers are:

- 1) Better business generally.
- 2) Development of more refinements in marketing strategy.
- 3) Manufacturers know more about the variations of market-by-market use of advertising and merchandising—especially how each of the air media can be brought into play most effectively.

Ted Bates claimed this week that it has found the great majority of tv stations amenable to Colgate's new policy on the positioning of spot segments.

Reported Bates: About 75% of the stations responded to Bates' recent letter on the matter. Between 60%-70% said they were in accord with Colgate's request. Another 25% said they were agreeable, providing it didn't interfere with various local circumstances. The rest, in effect, told the agency to mind its own business.

Colgate wants (1) no more than one 10-second spot alongside a Colgate 20-second announcement in a stationbreak; (2) no more than a one-minute and one 10-second spot in addition to a Colgate minute announcement consecutively in a participating program or a feature picture.



A lot of stations are keeping their fingers crossed over the outcome of Sinclair's present mulling of advertising plans for 1959.

"Lots" may be putting it very mildly. Sinclair's radio campaign is running on 700 stations.

A check by SPONSOR-SCOPE this week with the agency on the account (Morey, Humm & Warwick) brought this laconic answer: "We haven't got a new budget yet."

Pharmaceuticals, Inc., has moved into the same league with the soap-toiletries giants—P&G and Lever—in number of nighttime shows sponsored on the tv networks.

Pharmaceuticals' current lineup is composed of Arthur Godfrey, Arthur Murray, Jackie Gleason, Concentration, and Amateur Hour. Add to these the five daytime shows also on the Pharmaceuticals' roster, and the account's billings are running at the rate of \$400,000 a week—25% over a year ago.

That figure doesn't include expenditures on spot radio and tv.

Brand brewers—national and regional—have no alternative but to keep on increasing their advertising budgets.

The competitive squeeze keeps mounting from two directions:

- The difference between the price of the premium and the regular beers is now narrowed to less than a cent at supermarket pack prices. So the regular beers must rely on greater advertising weight.
- 2) In some areas the brands are being faced with increasing competition from breweries that turn out "price" and unadvertised beers; these are sold to grocery chains in carloads to retail at 79¢ and 89¢. The advertised pack retails for around \$1.25 (regular brew) and \$1.30 (premium brand).

There's a possibility that agency switchovers of multi-million-dollar accounts may slow down somewhat in the coming year.

The factors that could put on the brakes are:

- A realization of the risk of falling behind your competitor during the hiatus.
   It takes an agency a couple of years to integrate itself fully into complex marketing problems and aims.
- The agency has a vested interest in its client's business—a relationship almost without parallel in big enterprise.
- Relations between the agency and client tend to firm up as the latter expands or diversifies, particularly if the agency has a full line of services.

Note the spurt of agency activity in the Midwest:

CHICAGO: Another sign of resurgence as an agency center is the fact that Doyle Dane Bernbach makes the fourth agency in less than a month to set up a shop.

Others that recently put up Chicago shingles: Guild, Bascom & Bonfigli; Hal Phillips & Associates; and the Donald L. Arends agency.

MINNEAPOLIS shows signs of becoming a more active center for spot buying.

The apparent sparkplug is Knox-Reeves' new media director, Ralph Klapperich, whose background includes food and beverage experience.

Klapperich is in the midst of reorganizing the media department with what appears to be a greater emphasis on air media. An additional pointer in that direction is the fact that many of the K-R account men have a lot of spot know-how.

Current spot activities in Minneapolis include: Kuox-Reeves will be introducing a new General Mills hot cereal under the Betty Crocker aegis via tv spot in 20 major markets with late-night minutes; Campbell-Mithun will be buying both spot tv and radio for Top Value trading stamps and launch another Gold Seal campaign in early 1959; Bruce B. Brewer starts in mid-January a 39-week run for Nutrena Dog Food.



From the viewpoint of average audiences and cost-per-1000-homes-per-commercial-minute, the ty specials seem to be doing alright so far this season.

Using Nielsen audience data and SPONSOR's own estimates for time-talent costs, SPON-SCOPE developed these averages for the 15 specials telecast between mid-September and mid-October. Rating, 21.8; Ah homes, 9,106,000; C-P-M-H-P-C-M, 83.90.

Following is a roster of the 15 specials, ratings, homes, and gross costs:

| SHOW                      | RATING | AA HOMES   | TIME-TALENT |
|---------------------------|--------|------------|-------------|
| Pied Piper (18 Sept.)     | 14.6   | 6,090,000  | \$340,000   |
| Bob Hope (19 Sept.)       | 22.3   | 9,440,000  | 425,000     |
| DuPont (22 Sept.)         | 32.2   | 13,703,000 | 460,000     |
| Bing Crosby (1 Oct.)      | 21.4   | 8,657,000  | 325,000     |
| Ball-Arnaz (6 Oct.)       | 30.1   | 12,267,000 | 450,000     |
| Lowell Thomas (8 Oct.)    | 15.5   | 6,221,000  | 375,000     |
| Swiss Family (12 Oct.)    | 19.1   | 8,004,000  | 340,000     |
| Hall of Fame (13 Oct.)    | 24.1   | 10,092,000 | 395,000     |
| Bob Hope (14 Oct.)        | 24.9   | 10,310,000 | 425,000     |
| Ginger Rogers (15 Oct.)   | 18.2   | 7,613,000  | 385,000     |
| Little Women (16 Oct.)    | 22.4   | 9,222,000  | 460,000     |
| Fred Astaire (17 Oct.)    | 18.4   | 7,787,000  | 390,000     |
| Jerry Lewis (18 Oct.)     | 24.4   | 10,092,000 | 385,000     |
| Shirley Temple (12 Sept.) | 17.1   | 7,178,000  | 340,000     |
| Shirley Temple (5 Oct.)   | 23.2   | 9,918,000  | 340,000     |

As for regularly scheduled nighttime tv network programs, Benton & Bowles entantes that during the first half of this year the average nighttime half-hour came out with a cost-per-1000-homes-per-commercial-minute of \$3.98.

The estimate was based on the assumption that the average cost of the half-hour in time and talent was \$87,500.

For an evening one-hour show—with a \$168,400 gross as the average cost in time and talent—the agency came out with a C-P-M-H-P-C-M of \$3.19.

The daytime 15-minute average (\$19,500 for time and talent): \$2.37.



Now it's the hair preparations that are getting a bigger volume of sales via grocery chains than in drug stores.

About the only advertised category in the drug-toiletries fields not dominated by the supermarkets is the old-line proprietaries.

The area in which CBS Radio's elimination of station compensation has produced an exceptional squeeze is among the network's o&o's.

The general effect has been two-fold for the o&o's:

 Billings must rise 25% over and above the old network revenues if the station is to make up for the loss of network income; (2) the station must augment its local sales staff and look to CBS Spot Sales for surefire assistance.

(See 15 November Sponsor, page 34, for significance of CBS Radio's "consolidation.")

-

CBS TV this week concocted what it hopes will be a demolisher of NBC TV's entring dominance: It's putting in a strip of I Love Lucy reruns at 11-11:30 and moving Arthur Godfrey back to the preceding half hour.

The asking price for Lucy is \$4,500 per quarter hour. Treasure Hunt will compete with Godfrey, while NBC's daytime top-dog. The Price Is Right, will have to contend with Lucy. ABC's 11 a.m. candidate is Day in Court.

By starting its morning schedule a half-hour earlier, CBS apparently figures it will get a better share of audience all along the line.

Price note: Lucy is pegged at \$1,250 over the Godfrey quotation.



If you think of spot in terms of total usage or dimensions—forgetting for the moment the mechanics of selling and billing—it's a vastly bigger medium than the standard figures show.

Knowledgeable media directors will tell you that a solid hunk of dollars in network billings really is spot business—regardless of how the statisticians report it. Agency people inwardly think of it as spot and slant their campaigns that way. The differences, of course, are these:

- 1) Instead of dealing through several reps, they buy a minute segment from a single source (the network).
- 2) The client may have planned to confine his spot campaign to 50-or-so top markets, but can be had from a network in these top markets plus another 50 to 80 for about the same price, or only slightly more. So the station list automatically is broader.
- 3) The billings from these minute buys wind up in the network column, instead of being credited where they really belong—in the spot division. If these network odd-lot sales were treated as spot, the over-all figure for spot might be as much as 25% higher than the one quoted by TvB.

There's some difference (depending on how you interpret the figures) in the audience composition of adventure-mystery programs this fall as against a year ago.

NBC TV compared the breakdowns of seven adventure-mystery shows that were in both this fall and last and found a substantial change among kid viewers, for one thing— Thus:

|                  | ост. 1957 | ост. 195 |
|------------------|-----------|----------|
| Men              | .82       | .79      |
| Women            | 1.02      | 1.05     |
| Children         | .57       | .42      |
| VIEWERS PER SHOW | 2.41      | 2.26     |

Source of audience composition: ARB.



You'll find dissent along Madison Avenue against the "creativity" furrow that speakers at the ANA meet in Hot Springs, Va., plowed last week.

Critics of the tendency to associate the word "creativity" exclusively with words and pictures contend:

- It's not psychologically good for the advertising business, since it downgrades other functions that are just as important these days in launching a campaign (media planning, for example).
- An aura of stardom is cast around a function that could easily flop if it weren't supported by a number of other services.
- The time has come to take the term out of the trade's vocabulary and replace it with something fresher and more provocative.

(See page 31 for interpretative summary of the ANA Hot Springs meeting.)

.

The latest promotional flyer by NBC Radio's Joe Culligan is some research to find out whether radio or tv has the most easily identified program signatures.

A pilot study on the subject, Culligan said this week, indicates that Monitor's bubbling squeak is better known to both tv and radio listeners than the signatures of many tv shows.

Now he's broadening the survey to determine (1) whether this is true nationally, and (2) how the recognition factor rates for radio vs tv generally.

For other news coverage in this isaue, see Newsmaker of the Week, page 6: Spot Buys, page 56; News and Idea Wrap-Up, page 64; Washington Week, page 61; sponson Hears, page 62; Tv and Radio Newsmakers, page 80; and Film-Scope, page 59. WSIS

announces the appointment of

#### JOHN BLAIR & COMPANY

as national representatives effective December 11, 1958

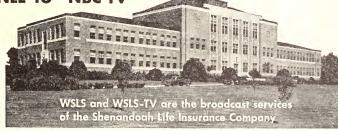
WSLS-TV

announces the appointment of

#### **BLAIR TELEVISION ASSOCIATES**

as national representatives effective December 11, 1958

CHANNEL 10 · NBC-TV



# ROANOKE

### Blue-chip Market of the South East

eady industrial and commercial growth, espeally since 1950, have made Roanoke one of the ree great market-centers of Virginia—a market ting and receiving individual consideration by ajor advertisers.

ad the broadcast facilities of WSLS and WSLS-TV ovide the advertiser with the economical means developing business in the Roanoke market at a bstantial profit.

er since 1940 WSLS has been building friends in a Shenandoah Valley. Programmed by an enhened organization with the interests of its gion close at heart, WSLS enjoys a strong listeneralty in the broad area covered by its 5,000-watt mal at the advantageous 610 frequency.

As early as possible, the Shenandoah Life expanded its broadcast services to include television. On the air since '52, WSLS-TV holds a dominant position in the greater Roanoke area. NBC affiliation and alert program policies have combined to make it a tremendous buy for the advertiser.

With full power of 316,000 watts on Channel 10, WSLS-TV has welded a 58-county area into the greater Roanoke market of 548,200 homes, in which WSLS-TV reaches 83,290 more homes than the combined audience of two other stations in the area.

Yes, the greater Roanoke market merits special consideration in your marketing plans. For data essential to those plans, check with your nearest Blair office.



# MICKEY SPILLANES MIKE HAMMER STARRING DARREN MCGAVIN

now available...78 of television's highest-rated mystery thrillers



ho likes Mike? Just about everybody! ket he viewers. They've already pushed IKE HAMMER right up to the top — highest-rated all syndicated mystery shows. Take the local sponsors. be minute MCA TV broke the big news on the cond series, more than a score renewed for 1959! word to the wise — better get there fustest the frastest action show on TV!



. in Signet editions alone! One title — "I, The Jury" had the largest pre-publication print order in publishing story (4,500,000).

Write, wire, phone your

MCA TV representative today.

### mca ty

FILM SYNDICATION

598 Madison Avenue New York 22, N.Y. (Plaza 9-7500) and principal cities everywhere



"H" looking Heavenward
Studies the stars.

Does the sound he hears

Come from Venus or Mars?

It doesn't really matter from which planet the celestial sound is emanating. The important thing is that it isn't coming from KHJ Radio, Los Angeles.

There's nothing ethereal about KHJ's FOREGROUND SOUND. It's strictly "down to earth." For more than 36 years KHJ's realistic programming has been beamed to the mature, buying adult, looking for provocative radio entertainment.

In news, commentary, sports, music, drama or variety, KHJ attracts adults who pay close attention to the program and consequently to the commercials within and around it.

It isn't blue sky when we say that KHJ Radio is programmed to satisfy the variety of tastes that make up America's second market.





### Timebuyers at work

Dorothy Glasser, Herschel Z. Deutsch & Co., New York, comments, "To think when I started in this business they told me buying was one long, free lunch at the RTES Forum! But I learned fast, sitting in my Early Stock-Room office, reps and station people climbing over discarded coverage maps to enter. "As a station manager places his

promotion book on a cigarette-stained desk, he pushes aside the pile of avails from a 97-station campaign breaking tomorrow. And as the manager and I feast our eyes on Exhibit #1—a testimonial by a local sewing machine store that sold 10,000 machines because of two spots on station GOOD—the phone rings. It's a rep with a make-good for a spot preempted by Iowa State Arbor Day. The station is offering prime time—



4:30 a.m., first spot after sign-on. After all, everybody in Iowa gets up early to feed the pigs. By now, the manager is on Exhibit #16: GOOD is first in Pulse, Nielsen, and Smith—which gives out-of-home listenership by polling one elevator operator and one cab driver. The phone is sounding like a siren again; reps, reps, reps. Another day, another holler. Oh, for a quiet afternoon doing cost-per-1,000."

Ben Pettick, Product Services, Inc., New York, feels that "a buyer's life could be beautiful if he always got, not just the best buy available, but the best buy possible. We all know, however, that this buyer's utopia is difficult to realize. And since better schedules always open up than the ones we've contracted for, a buyer can get



pretty unhappy about his purchases. Consequently, we've taken steps to correct the situation. When purchasing in such heavy saturation as we do for Six Month Floor Wax, for example, we cannot score tops on every spot bought; we often have to settle for next-best. But, when we do, we stipulate that we buy with the option of renegotiating should a better spot open up." To cash in on this option, Ben points out, a buyer must

watch carefully every shift in the buying picture. He feels it isn't enough to continually contact reps. "Checking via trade press, personal contact, hours spent watching tv, all help in the analysis of the spot offerings. It's a headache, but in the end it pays off in more advertising mileage for the client and increased product sales."

### ONE SPOT

#### 2,170 REPLIES!

That's the capsule case history of WJBK Radio's Tom Clay and his recent watch offer test on his "Jack the Bellboy Show." Tom offered his nighttime audience five watches to the first five listeners who correctly timed down to the exact second the new recording of "How Time Flies." This offer was made only once, and from that one announcement came 2.170 replies! This test is proof that Detroit is listening—and responding—to WJBK Radio and that it is solid number ONE across the board at night. It is also another illustration that Storer Radio sells with the impact of integrity. Represented by the KATZ AGENCY, INC.

Storer Radio



"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN DETROIT

WJBK WJW WSPD WIBG WAGA WWVA WGBS
Detroit Cleveland Toledo Philadelphia Atlanta Wheeling Miami



All Day—Everday
WMBD Radio Broadcasts over a
new 5000 watt HI-FIDELITY radio
transmitter, making WMBD
RADIO, "THE BEST SOUND IN
TOWN." A powerful, distortion
free signal for more than half million people in the 16 county Peoria
trading area.

### FIRST IN MEASURED QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

#### WMBD MARKET DATA

| Population              | 531,900       |
|-------------------------|---------------|
| Households              | . 165,000     |
| Retail Sales            | \$725,261,750 |
| Food Sales              | \$142,488,750 |
| Drug Sales              | \$ 17,826,250 |
| Effective Buying Income | \$991,150,000 |
| Income per Household    | \$ 6,007      |

Exclusive
National Representatives
Peters, Griffin, Woodward, Inc.





### 49th and Madison

Liquor editorial

I have just finished reading the editorial in the 1 November issue of SPON-SOR. As a matter of fact, I have gone over it a few times in order to clearly understand the situation from an objective point of view.

I readily admit that when self regulation was first put into effect, the times called for it in both the broadcasting and liquor industries. However today, as in every field of endeavor, changes must take place. We are all aware that changes do not take place too readily. Most people are contented because of fear to allow the situation of status quo to exist. A twovear survey and study was made to determine the continuance of this attitude. As you are now aware, our facts and figures clearly indicated that this was the time for a change to take place. Various elements led up to this affirmative thinking: the Forand Bill, Saturday Evening Post, the Bourbon Institute ban on use of women in advertising and extreme interest on both the part of major radio stations and networks and leading distillers.

I wish to give the industry personal assurance that any present broadcasting and any future broadcasting involving our firm and its products will be conducted on the "prestige" level so desired by the industry. Our cooperation is extended to the industry at all times.

Sheldon Levine merchandising director Federal Liquors, Ltd. Boston

 SPONSOR is glad to print Mr. Levine's opinions on this controversial subject but our own editorial position is still strongly against the acceptance of liquor advertising by the air media.

#### Notes on nostalgia

Your recent column titled "A little nostalgia for a change" has just been brought to my attention and while I do not presume in any way to be an authority on baseball or Red Barber, I think you are in error regarding the medium used in the first year of national coverage of big league baseball games. And I come on this information in a new book we have just pub-

lished called "IT FLOATS: The Story of Procter & Gamble."

Page 235 indicates it was tv and not radio used in the summer of 1939 and an NBC camera at that televised the Dodgers and Cincinnati Reds, backed up by Red Barber and Walter Ranier extolling the products of P&G, Socony-Vacuum and General Mills.

All of this, of course, gives me an excuse to send you, herewith, a copy of IT FLOATS by Alfred Lief.

Patricia H. Newell publicity director Rinehart & Co., Inc. New York

• Miss Newell is obviously a bright and capable publicity director, but the reads a little careleasty sorted the first telescated major league Balgares in 1939. However, as reported in "Cammertia" Cammertia" Collector, the first New York City to the comments araller and of course there was no such thing as "matismal coverage" of baseful by tr that year. "It Floats," in a bright blue and white lover jacket, looks like a fone look.

#### Eggheads and Us

The article in sponson's 8 November issue . . . The Eggheads and Us . . . should be read by every person who has anything to do with this great advertising business. It is one of the most comprehensive book reviews 1 have ever read.

Your opinion relative to the most practical and scientific text book ever written about creativeness may be somewhat archaic, but you are right.

Lawrence Webb managing director Station Representatives Assn. New York

#### More on wayward adman

More on wayward adman The New York adman who was unable to find out the World Series score while in Toronto (10-second spots, 25 October) obviously did not know the Toronto or Canadian tv and radio market. Every game of the Series was carried "live" across Canada by CBC TV and CBC radio in affiliation with NBC as has been done for many years. To ronto's Sunday "Blue Laws" may be archaic but at least communications remain open.

Auguste A. Bolte Toronto, Onatrio Canada









ABC Television, this fall, is the only network to increase



is evening share of audience over last year. To our



ponsors, to our affiliated stations, and most particularly



o all the families who tune us in, our thanks.

National Nielsen first and second October Reports 1958 vs. 1957. Average share of audience for sponsored programs, 7:30-10:30 P.M., NYT.

**ABC TELEVISION** 



...and just as BIG as before!

The enormous audience response to MGM

features in their first runs is now being repeated in

the record breaking re-runs! These are the ratings

that are rocking the trade as Leo does it

again and again in city after city!



encore! in New York 57%

share of the audience with "HONKY TONK" re-run! WCBS-TV, Late Show, Sept. 25

encore!

50%

share of the audience with "BATAAN" re-run! WJ Z-TV, Early Show, Sept. 11 encore!

46%

share of the audience with "THE SEARCH" re-run! WSB-TV, 5 to 7 P.M., Sept. 6

encore!

58%

share of the audience with "WHITE CLIFFS OF DOVER" re-run! WCKT-TV, Midday Movie, Sept. 9



2 nd ARBITRON Report, for October, AGAIN ESTABLISHES

lively

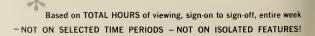
METROPOLITAN BROADCASTING CORPORATION

# NEW YORK'S NEW YORK'S

# INDEPENDENT TELEVISION STATION

Average Share of Audience Per Ouarter-Hour\*

| WNEW          | - <b>TV</b> , | 10.8 |
|---------------|---------------|------|
| Independent E |               | 6.7  |
| Independent C |               | 6.1  |
| Independent [ |               | 4.8  |





#### CREATIVITY!

### Advertisers spending \$1,500,000,000 demand more creative ad work in 1959

HOT SPRINGS, VIRGINIA

A clear call to creativity sounded through the autumn-clad uplands of this famed southern mountain resort last week, as the Association of National Advertisers gathered at the Homestead for its 49th Annual Fall meeting.

Three hundred sixty-seven top executives, representing 210 blue chip companies whose total 1959 appropriations, according to a special estimate prepared for sponsor by ANA, will exceed \$1,500,000,000, met in a three day program of closed sessions, to which only a handful of guest speakers, and members of the press were invited.

Subject of this year's meeting, as announced by

ANA, was "creating more sales and profits through creative marketing, creative research, creative advertising." This theme was developed in more than 30 different presentations, films, speeches, dramatizations, and workshop sessions, ranging from a highly popular demonstration of videotape by Howard S. Meigham of Ampex, down to case history reporting of unusually successful campaigns by James A. Stauff of Parker Pen, A. M. Utt of Hotpoint, Frederick Bowes of Pitney Bowes, and H. Joseph Hull of New Holland Machine Co., who broke up the Wednesday morning session with his modest announcement, "Some of you sell clammur. Some of you sell charm. But some

#### WHAT THEY SAID ABOUT CREATIVITY: IMPORT/



Alfred Politz, pres. Alfred Politz Research Inc.: "Intellectual fallacies are making advertising creatively decadent. Even an average product can dramatically increase sales. But we must help creative people by removing the road blocks which stand in the way of more effective advertisements."



Edwin W. Ebel, v.p. advertising, General Foods Corp.: "The most important part of advertising is the advertisements themselves. The primary qualification of an agency is the creative skills of its people. We look to our agencies for creative ads that stop, interest, and persuade."

of us have to sell manure spreaders."

of us have to self manure spreaders."

Through the sessions, SPONSOR noted a healthy awareness among high-level executives of both the power and the problems of the broadcast media. A speech by George J. Abrams, v.p. of Revlon Inc. on "New Developments in Broadcast Advertising attracted wide comment, as did the presentation on Folger Coffee's "Come home, Joe" radio and tv campaign, by Robert F. Sowell of Folger.

Probably the most dramatic moment of the convention occurred when a morning presentation was interrupted for the reading of a wire to A. N. Halverstadt of P&G, from Lewis Tittenton, chairman of the 4A's Radio-Tv Comnittee, announcing the breakdown of AFTRA negotiations.

Both research and marketing received a considerable amount of attention, as in previous AVA meetings, One report in particular by J. O. Peckkam executive v.p. of A. C. Nielsen, containing detailed charts on the progress and position of private brands was studied carefuly by these leading advertisers of national brands. But it would be less than honest reporting to say that either media, or research or marketing or radio or tv, in themselves were number one topics at Hot Springs. The keynote for the entire meeting was struck by E. W. Ebel, v.p. of General Foods, who said, "Our number one need is advertisements that really get through to the consumer."

The most important single session, judging by the comment it generated in the corridors, and halls, and over high-balls in the Homestead Club, was one held on Tuesday morning, 11 November, chairmanned by Henry Schachte, advertising v.p. Lever Bros., and newly elected Chairman of the ANA.

At this meeting, Schachte and Ebel teamed up with Alfred Politz, pres., Alfred Politz, Research, and Louis N. Brockway, exec. v.p., Young and Rubicam, in a four-way presentation that clearly defined the area in which ANA members are most concerned. It is not so much "creative marketing" or "creative media buying," or "creative media buying," or "creative research" but the preparation, by copy writers, art directors, and producers, of television and radio commercials.

and print ads which show a higher degree of creative skill.

Schachte, in opening the session, emphasized the "creative responsibilities" of the advertising manager, which, he said, involve know how to get advertisements that "increase advertising's sales productiveness."

Politz, drawing on his long research experience, asserted that many creative advertising men are "shackled by intellectual fallacies" and that ways must be found to "remove the road blocks that stand in the way of producing effective advertisements."

He emphasized that research has clearly demonstrated that a simple change in headline can often increase the sales power of an advertisement as much as 600% and called for a return to simple, clear, first principles. Following the meeting, Politz told srosson he has found that much current magazine advertising is becoming "creatively decadent." He said this decadence had not yet exte. ded to tr, which is still emphasizing such advertising fundamentals as benefits, and demonstrations of use and results. But he

#### JOTES FROM FOUR SIGNIFICANT ANA SPEECHES



LouisN. Brockway, exec. v.p. Young and Rubicam: "In advertising, detail breeds confusion. Don't let research put hurdles in the way of advertising effectiveness. Demand originality. Expect it. Respect it. If you don't get original creative advertising, then change your agency."



George Abrams, v.p. Revlon Inc.: "I'm shocked when I see the lack of creativeness in to-day's radio programing. Radio's top shows today are exactly what I was buying (or bucking) 17 years ago. What a wide open area for creative program thinking in this vacuum tube world!

warned that even in the broadcast media, more creativity is needed.

One aspect of nearly every "case history" presentation which was made at ANA was the stress on copy-coordination between media. James A. R. Stauff of Parker Pen, emphasized the importance, in his company's sales success of a single copy theme focused on the T-Ball Jotter, and a co-ordinated campaign of spot tv and newspaper space. He laid great stress on the value of the fully visualized copy approach.

Ebel presented the most-talked-about single feature of the entire convention, a brilliantly executed film on "What Goes On In a Woman's Mind." produced for General Foods to dramatize the confusions, distractions, and intense bombardment by all forms of advertising to which the average modern consumer is subjected.

Said Ebel, "It is no longer enough for an advertisement merely to bid for attention. It must fight for attention. It must fight like a champion." So what do we need most? We need the creative skills that can build advertisements that will ston, interest, and persuade people.

"Marketing research, the determination of basic marketing planning and media selection, the merchandising and sales promotion pay off handsomely only when the advertisements are good enough to get through the great barrier of distraction, and plant a message in the consumer's brain.

"I can only emphasize, and re-emphasize how important it is for an advertiser to employ people who can create interesting, and persuasive advertisements."

Brockway of Y&R, picking up where Ebel left off, spoke on "How to get better ads from your agency." Emphasizing that "in our business we should all be creative," he nevertheless concentrated attention on "copywriters, commercial writers, art and layout people" and quoted at length a memo submitted to him by a member of the

(Please turn to page 78)

List of members attending ANA convention, read like a Who's Who of American Advertising. At right, page 4 of a 12-page folder. Also attending: 200 ANA wives Esso Standard Oil Co. Robert M. Gray Ethyl Corp. Russ Weston

Falstaff Brewing Corp. Alvin Griesedieck, Jr. Firestone Tire & Rubber Co. Frank McWilliams

Frank McWilliams Folger Coffee Co. Joseph Atha

Linton Bagley J. A. Folger & Co. Robert Sowell

Formica Corp.
Ed More
Fostoria Glass Co.
Tom Hail, Jr.
Four Roses Distillers Co.

Tom Hall, Jr.
Four Roses Distillers Co
Bradley Houghton

Gaylord Container John Bertram, Jr. William Jennings General Dynamics Corp. Stromberg-Carlson Div. Frederic W. Haupt Stanley Manson

Stanley Manaon
John Voss
General Electric Co.
Dale Akridge
G.A. Bradford
A.L. Chopp
Robert Frederick
M.E. Fisher
George Kiewert
Martin R. King
Hotppint Co.
L. J. DiAngelo.

L. J. DiAngelo
A. M. Uti
General Foods Corp.
Edwin Ebel
A. O. Knowlton

General Foods (Continued) Perkins Div.

Perkins Div.

J.W. Andrews
Post Div.

R.P Campbell

George Lambeer General Mills, Inc. James Fish J. F. Matthes C. S. Samuelson K. E. Steele General Motors

General Motors Frigidaire Div. W. F. Switzer General Tire & Rubber Co. John Ragsdale General Wine & Spirits Co. Dan Mahoney

Glenmore Distillerles Co.
A.P. Bondurant
W.M. Kinnaird
Robert Nash
B.F. Goodrich Chemical Co
George Koch

Robert Nash
B.F. Goodrich Chemical Co
George Koch
B.F. Goodrich Tire Co,
John Corrigan
Glenn Martin
Joseph Misamore

John Corrigan Glenn Martin Joseph Misamore Goodyear Tire & Rubber Bruce Wert K. C. Zonsius W. R. Grace & Co. Warren T. Brookes

Dorothy Gray, Ltd.
John Thomas
Robert Walker
Green Giant Co.
Jack Mullowney
Lyle Polsfuss
Grove Laboratories In
R.W. Testement

Hagan Chemicals & Comp.
Dan Dougherty
Robert Newcomer



1 Considering air media the focal point of any campaign, Noble-Dury strategy group, sparked by president Bill Graham, begins planning Sessions Co.'s peanut butter advertising. First move is to get an image and a jingle that will click in the air media

#### Noble-Dury builds solidly on air

Creating new images for more air appeal is its forte

Cartoon figures, jingles spark all its major campaigns

Many an agency's success is based on the air media, but few actually go to the extent of remodeling products to fit radio/tv specifically.

In a real sense, though, that's what Noble-Dury of Nashville and Memphis is doing. Its formula, in a nutshell, is to 1) create a tv character to personify the product, 2) then successively apply this to packaging and all advertising and promotional activities to get a single image. The trick, of course, is to find the character that lends itself best to projection via the air media.

The first client to employ this formula-Frosty Morn Meats, Inc., of Ciarksville, Tennessee-got a 100% sales increase in the first six months. When applied to other food products the results were similarly favorable, and it has since been used for drugs and clothing. The agency is not exclusively radio/tv, but this part of its operation has played the key role in



Character embodying the happy image Noble-Drury has in mind for Sessions is next created, to give product personality

bringing it up from a shop with one account and \$10,000 in billing to its current list of accounts in 11 states and \$4,000,000 status

Creation of a character who will best convey the desired product image to the people who form the largest potential market for the product is step



3 Label-together with package-are redesigned to carry out the peanut-man theme, give entire campaign a single focus

No. 1. This is the responsibility of Bill Graham, president of the agency, and his braintrust. When he has evolved the attributes he wishes this character to have, the art department takes over the task of translating them into visual form. As a typical sample, the final drawing for the Peanut Man, who appears in the Sessions Co. commercials, is illustrated below.

Step No. 2 is to bring this character to life on tv film, either via animation or a combination of animation and live action. In Graham's view, the completed film is the birth of a salesman who is the most important factor in all subsequent sales effort. Radio, too, stems from tv in this operation—the voice of the character, along with the tv sound track, become the basis for all radio commercials.

Graham insists that his commercials be enjoyable, pleasant to see and hear. He aims for characters that bubble with personality, for entertaining action and for catchy lingles and tunes.

Bill Graham writes both the words and music for his commercials and they play a most important part in carrying out the visual impact of the character. They have caught on so well that several have been made into recordseither for giveaway or sale. Thousands have been sent out free in response to requests, and during one promotion where a record was offered for 10¢ apiece with each product sold, over 16,000 records and products were sold. Dance bands have taken to playing them. One local high school reenacted the action in the tv film accompanied by the music, and played it to an audience of 3,000 students. A 150-piece marching band asked for, and received, an arrangement of one jingle which they have played during half time at a dozen major team football games.

"Children are the world's best salesmen," according to Graham, and since he also holds that they "control the tv set," he tries to make sure the commercial make all possible appeal to children (though by no means to the exclusion of adults),

After this salesman-the product image-has been born, he is put to work as part of the package. Where possible a new package or label incorporating his character is designed. (If changes must be made more gradually. he is often added to the old label). Extension of the character into everything else then follows. This is an important part of the formula. The character must be used as the basis of all other public contact-in newspaper and magazine advertisements, outdoor advertising, car cards, mailing pieces to dealers (see illustration), decals on delivery trucks, shelf-talkers, displays,

When all this has been worked out, the agency presents everything at a meeting of the company's sales force. Confidence and enthusiasm are stirred up by proofs of the effectiveness of this technique for other products. Company sales contests are built around the character and the approach which has been employed. Consumer contests also become part of the show.

Then, after a test period, each market is entered with a 52-week commitment of heavy schedules. About twothirds is spent on tv, with radio and newspapers getting most of the rest.

As an example of how this works out, take the case of the Sessions Co., makers of School Day and Goldcraft peanut butter. Noble-Dury was given an initial budget of \$25,000 to test the effectiveness of the formula in one market (see pictures of this campaign below). The test was soon extended to cover two markets—one where the

product was doing well the other where the product was making a poor showing. In the first market, sales rose from \$181,000 to \$315,000 in one year. In the second market, sales rose from \$102,000 to \$385,000 in the same period. So other appropriations have followed steadily. The product was 4th 5th, or 6th in its market when the formula was put to work. Clarence Weeks, Sessions' sales manager, says today it is either No. 1 or No. 2 in 26 of its key markets.

In addition to winning increased appropriations from established clients, the formula has proved a most effective tool in getting new accounts. The solicitation is usually made by presenting the history of the success of the formula with other accounts, then asking for only a small appropriation to test the value of the formula.

It was the use of this foot-in-thedoor-technique, as Graham calls it, that brought the first drug account into the agency. Chattanooga Medicine Co., gave the agency a new product (a chest rub called Soltice) to test in only a portion of two states. The test area was soon expanded to four states, then still further, and finally the agency had the account. The tv character employed in this commercial is a rather pathetic little man with a cold. Instead of a fortissimo claim at the end of a commercial, the Soltice man just smiles with relief, holds up the jar and says in his squeaky voice, "I like it."

The formula worked again, both for client and agency, and another Chattanooga Medicine Co. product joined the agency list with the addition of Cardui (an old well established tonic).

Noble-Dury does not claim that their formula is applicable to every product.

(Please turn to page 52)



4 Crucial punch is the tv commercial in which the product is extolled via a lilting jingle. Little girl sings it here for kids'



5 Tie-in benefits from dealer mailings to arrangements of jingles (right) for high school bands. Single theme makes this possible



#### Watch those net tv local ratings!

No matter how whopping the national rating of a net tv show, it's local ratings that give the real city-by-city story

The alert adman watches local ratings for soft spots that need remedying and high spots that need exploiting

Better than any words, the graph below demonstrates the many extremes of local ratings that go into producing a national average. It is a partial picture of a leading network show—Gunsmoke. For every high and low point there is a reason, and these reasons are the concern of every timebuyer. A high rating may be credited to regional taste, a low point to local competition. The high rating must be exploited; the low rating must be exploited; the low rating must be supply the pro-

A client is about to consummate an important network tv investment. A

look at the nationals may show a healthy 31.8. But behind this happy facade the range can run, as it did with another hardy tv perennial anywhere from a weak 6.6 to a respectable 42.8. The reason is obvious—all television viewing is local; there is no common audience denominator that holds good nation-wide.

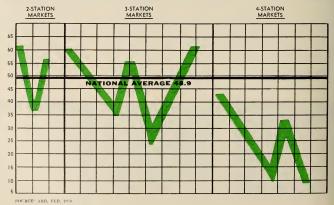
From this truth has developed a basic analytical tool—the local rating. It makes possible pinpoint analysis on a market-by-market basis. Of course, the local rating is nothing new. Agencies have been using them for years in

buying spot campaigns. But local ratings for net program purchase as well as spot—for scalpel-sharp analysis of how the network figure breaks down in specific markets has been somewhat less prevalent among net sponsors.

People vary as do the markets they comprise. So in judging a net buy, local reports permit definitive city-by-city comparison, spollight strength or weakness delivered in the localities in which the sponsor is interested. A national audience may be watching the same show, but probably is doing so at different times and against different competition. What is tought competition in one market may be a cinch in another.

Cunsmoke (see graph) has been a top-notch ratings contender for several seasons. In February, the ARB nationals showed it with an impressive 48.9. But this 48.9 covered a range of local tallies spreading from a chestinflating 64.2 in Charleston to a pumy

#### **GUNSMOKE (48.9 RATING) HAS LOCAL UPS AND DOWNS**



5.3 in York. York obviously needed checking. Actually there was no cause for alarm. But there was room for evaluation. York boasts one tv outlet of its own; it also is reached by two Harrisburg stations and one from Lancaster. In this case, the Gausmoke sponsor wasn't buying York. His tiny 5.3 was the overflow from the Harrisburg buy where, incidentally, the show lad a whopping 51.7.

If the sponsor had no particular interest in York and considered his coverage there as merely a bonus, well and good. If, however, he was counting on the Harrisburg coverage to support his dealer in York, he had some swift realigning to do. The important point is that only by having and studying the locals could he know the situation.

locals could he know the situation.

A national rating alone doesn't provide the market-by-market information
necessary to get full value out of today's multi-million tv investments. A
good case in point is the Lawrence
Welk Show. Early this year, its ARB
national rating was 29.5.

Applying the stethoscope of locals, however, brought forth a highly varied

and interesting variety of figures. In two-station markets, ARB locals ran the gamut from a 42.4 in Redding-Red Bluff-Chico area to a 7.4 in Odessa-Midland. In three-station markets, the range ran from Asheville's 40.2 to a 15.6 in St. Louis. In four-or-more-station markets, Denver ran a trifle higher than national with a 32.2; Indianapolis however stood at 19.3.

A logical question to this might be, so what? Answer: so it could be the difference between an architect's pencil sketch and a finished blueprint. In the Redding-Red Bluff-Chico area with its 42.4, the sponsor knows he's got a sizable audience, can use this knowledge in checking product sales with his district sales manager or local distributor. With the apparently low appeal of the show in Odessa-Midland, he might do well also to check on sales; perhaps for his particular product line the market doesn't deserve bolstering.

If it does need support, however, means to boost show ratings can be effected (See twin charts "Why do ratings slump?" and "How to jack them up."). On the other hand, perhaps a sales study in that market may show product demand far outstripping program popularity. If other media are affecting this phenomenon in the market, it may serve as a guide to the client in handling some other problem markets. With local rating figures in front of him, the adman can relate the realities of each individual area to his own distribution and sales pattern.

There lies the real raison d'etre of the local rating; regardless of how strong a national may be, it hides both strengths and weaknesses at the local level. And it is at the local level that ty is watched and goods are purchased. A national rating telescopes viewer information, provides over-all reflection of a show's popularity countrywide. It can do no more because there is no divisible standard for the U.S. television audience. One can't take a national audience figure and divide by 49 to find how many viewers one has in the average state. (For an example of how regional entertainment tastes differ, see chart at end of story.)

One example of this is Person to (Please turn to page 44)

#### WHY DORATINGS SLUMP?

- Competition: In some markets, stiff competition from local tv shows can send net show ratings down. Number of stations can affect rating
- 2 Lead-Ins: While the carry-over audience from a preceding show may, in some markets, boost your show's audience, it can also depress them
- Air times: Delayed telecasts may cause reshuffling of show into time periods less desirable than at the point of origin, hence a rating drop
- Regional taste: The program appeal may vary considerably depending on the section of the country. A "buster" here may flop elsewhere

#### HOW TO JACK THEM UP

- Ask for help: Offer to work with the net and station to stimulate local interest in the show. They'll work with you; no net wants a weak link
- Support the show: If show is weak in a market, try cross-plugs with other media—spot tv or radio. Work with local dealers and distributors
- Aid from talent: If the market is sufficiently important to you, yet ratings have slumped, a personal appearance there by the star may help
  - Realign other schedules: If your tv show is already supported nationally by other media, better shift outlay to bolster weaker markets

#### C&W's Videotown is in love again w

Agency's 11th annual study shows housewives have doubled their a.m. listening. Tv viewing is up, too

The housewife, bless her, is radio's most faithful, most consistent, most ardent audience.

This year, it's even more so,

Witness the figures in Cunningham & Walsh's 11th Videotown study, a survey of media and other habits which the agency has been conducting annually in New Brunswick, N. J.

If Videotown housewives are at all representative, then the women of the nation are now conducting a love affair with morning radio. Compared with last year, morning listening in the home has doubled during weekday listening hours.

Videotown housewives have been hugging radio more during the afternoon, too. While they tend to cold-shoulder it during the evening, the net effect of this year's increased listening during the day has upped their five-day listening total to an average of 7.9 hours—a substantial jump over the 1957 figure of 4.9 hours. (See last year's story, "Videotown 10 years

after," sponsor, 7 December 1957.)

The avid daytime listening has not been enough, however, to prevent an over-all decline in radio listening among Videotown residents. A mild among Videotown residents. A mild ecline in evening radio tune-in brought this result: a 1958 total of 2.45 hours listening for the average person during the five weekdays compared with a level of 2.71 hours in 1957.

While the tv figures have been eclipsed by the striking changes taking place in Videotown's morning radio habits, they are not undramatic. As a matter of fact, some of the tv figures led C&W's board chairman, John P. Cunningham, to publicly concede he had been wrong about westerns.

Last year, in a widely-publicized speech, Cunningham criticized "creeping mediocrity" in tv, warned about a rising boredom factor in which the viewer was tuning out his mind while tuning in tv and stated that tv westerns had run their course. Anybody who bought them, Cunningham declared, "ought to turn in his grey flannel suit and go to the eternal showers."

The 1958 Videotown study showed westerns to be first choice among men—"a walloping 76%," C&W's own press release said. Courageously eating his own words, Cunningham admitted he was surprised.

The year's study also showed gains in tv viewing. Gerald W. Tasker, v.p. and research director at C&W said. "Our survey shows that viewing is somewhat higher than the peak of 1955, the slight decreases of the past two years having been wiped out. The total viewing time per person for the five weekdays is now 15 hours, 48 minutes; for the whole week (including weekends) the total is 22 hours, seven minutes, or approximately 20% of one's entire waking life. Seventeen of these 22 hours are in the evening."

C&W's Videotown study was conducted during May and June with a probability sample of 1068 families, about one family out of every 10 living in New Brunswick. The town is about 30 miles from New York City, well within its tv signal coverage.

New Brunswick is not a suburban

#### RADIO AND TV IN VIDEOTOWN

Average Hours of Listening Monday Thru Friday\*

|           | All People |      | Housewives |      |
|-----------|------------|------|------------|------|
|           | 1958       | 1957 | 1958       | 1957 |
| MORNING   | 1.45       | 1.25 | 5.80       | 2.78 |
| AFTERNOON | 50         | .57  | 1.30       | 1.12 |
| EVENING   | 50         | .89  | .80        | 1.01 |
| ALL DAY   | 2.45       | 2.71 | 7.90       | 4.91 |

Average Hours of Viewing Monday Thru Friday\*

| All People |  | Hous   | Housewives  |  |
|------------|--|--|---|--|
| 1958       | 1957                                   | 1958   | 1957  |  |
| 1.20       | .85                                    | 1.05   | .96   |  |
| 2.05       | 1.25                                   | 16.05  | 13.98   |  |
| 12.55      | 11.45                                  | 2.90   | 1.86  |  |
| 15.80      | 13.55                                  | 20.00  | 16.80   |  |
|            | 1958<br>1.20<br>2.05<br>12.55<br>15.80 | 1958         1957           1.20         .85           2.05         1.25           12.55         11.45           15.80         13.55 | 1958         1957         1958           1.20         .85         1.05           2.05         1.25         16.05           12.55         11.45         2.90           15.80         13.55         20.00 |  |

#### rning radio

domitory but a self-contained market C&W researchers caution, however, that while Videotown's tune-in habits may be representative, they are representative of urban rather than rural audiences.

Personal interviews was the technique used. Interviewers gathered information on family activities and media usage every hour or half hour. Information about all members of the family was included. Not included was listening or viewing out of the house.

The meaning of the leap in morning radio usage is still not entirely clear to C&W researchers. Tasker said it may be partially due to recession unemployment. The agency found, for instance, that 75% of housewives were at home all morning, compared to 63% in 1957. Next year's survey is expected to reveal whether the rise in listening is temporary or not.

Other highlights of the report:

- A decrease in viewing by children and teenagers (about an hour a week) was more than compensated by substantial increases in adult viewing.
- Weekend activities, measured for the first time, showed little difference when it came to viewing, except for low viewing levels among housewives on weekend mornings.
- There were slight declines in newspaper and magazine reading and in attendance at movies and sports events.
- Afternoon viewing hit a new high in terms of the percent of people who watch during that time on weekdays. The figures were: 12% watch on weekday mornings, 23% watch in the afternoon, 79% at night and 84% sometime during the day or evening. Morning and evening figures were up from last year.
- Weekly viewing totals for the average resident broke down as follows: two hours in the mornings, three hours in the afternoon and 17½ hours at night. The total of a little over 22 hours for the average person compared to 27 hours for the average housewife.
- Weekly listening totals for the average Videotowner came to about two hours in the morning, 42 minutes in the afternoon and 40 minutes in the evening.



#### HOW 17 REPRESENTATIVES IN ATLANTA GET THE REAL ADVERTISING LOWDOWN

ATLANTA, GA.

n many a media decision, the seller sheepishly finds out—too late—that he's being overlooked for unknown reasons.

Now radio and tv representatives in this area have banded together into a formal organization to keep close track of the advertising climate. They will meet regularly with local advertisers, agency account men, and timebuyers for intensive, behind-the-scenes analyses of individual accounts, their status, and their prospects.

Known as the Broadcast Representatives Assn. of Atlanta, the group is headed by Richard Hughes, of Edward Petry & Co., president, with Richard Hunter, George P. Hollingbery & Co., vice president. and George Crumbley, Headley-Reed, secretary-treasurer.

The organization, numbers 17 active member representatives. Its program committee, headed by Keith Byerly of Katz, has arranged a series of in-depth discussion meetings with leading advertising executives.

Among those who have been guests

of the Association are: Lyman Hall, advertising manager, H. W. Lay & Co.; Paul "Pat" Patterson, a.e., Liller, Neal, Battle & Lindsey: Jim Callier, ad manager, American Bakeries; Lee Kelly, a.e., Tucker Wayne Advertising; Harry Varner, ad manager, Armour & Co. Fertilizer Div.; Howard Axelberg, a.e., LNB&L; Jack Burton, ad manager, Colonial Stores; Clay Scofield, a.e., LNB&L; George Bounds, ad manager, Delta Airlines; George Bailey, Burke Dowling Adams Advertising; Bill Stoudt, regional sales manager, Carling's Beer; Lamar Swift, ad manager, SSS; Bob McDonald, a.e., McCann-Erickson; Liller, Neal, Battle & Lindsey's media department and Miss Betty Cowan, media director, Henderson Advertising, Greenville, S. C.

"Informal luncheon talks with these guests," says retiring president, Charles Dilcher of Blair, "have allowed the Atlanta representatives to "go behind the scenes of individual accounts, understand problems more fully, and be prepared to offer more suggestions on the uses of radio and tv."

In picture above: soeted (I to r) Barney Ochs, Forjoe; Keith Byerly, Katr; Bill McRac, Clarke Bromn; Hal Park, Adam Young; Greg Murphy, Katr, George Sveraningen, CBS Radio Spet Salet; Dick Hughes, Petry; Charlie Coleman, Avery-Knodel; George Bounds, Delta Airlines; George Balley, Burke Dowling Adams. Standing Charles Dilcher, Blair; R. H. Schuessler, Hollingbery; Frank Rice, Harrington, Righter and Parsons, Jim Gossteth, Avery-Knodel; 80b Baird, John E. Pearson; John Hicks, Clarke Brown; Walter Moore, CBS TV Spot Sales; Art Savage, Katr; Joe Sierer, Petry; George Crumbley, Headley-Reed; and H. H. Holthouser of CBS TV Spot Sales;

#### Volume pickup via tv licks Bonom

Expense of new candy wrapper is overcome by adding more markets and eliminating seasonal sales factors

Spot tv (steady participations in kids shows) boosts sales enough to prevent the necessity of price increases

Unless you can make it up in volume, the usual problem with an expensive packaging improvement—particularly if it's invisible—is price increase. The problem becomes even more acute if your customers are kids primarily between four and 12.

But if you are expanding from eight to 28 markets to get the needed volume, advertising and marketing strategy must be foolproof. Gold Medal Candy Corp. reasoned that it had the right combination of elements to expand Bonomo's Turkish Taffy nationally this fall while adding a foil lining to the inside wrapper to insure longer shelf life for the item.

Tico Bonomo, v.p. in charge of advertising, says two factors led to the decision to make both moves:

1) The market among kids is growing numerically as the postwar baby crop blossoms into purchasers. Moreover, kids have more money to spend than they used to.

 Bonomo's 10 years of experience with kids tr shows gave it the confidence to rely on tr spot to fulfill the gamble. (In fact, one of Gold Medal's kids shows has been packaged for syndication by NTA.)

The September-May ad budget for Bonomo's Turkish Taffy was doubled to a figure that spoxson estimates at close to half a million. It was earmarked for kid shows in the 20 expansion markets (also for resuming—and in some cases heavying up—participations in the eight established markets).

Six regional warehouses were set up (heretofore the only warehouse was at the Brooklyn plant). Desired participations were set early in August. Then a meeting was held in New York. Nearly 100 food brokers, along with Bonomo's distributors, attended. They were given separate booklets for each market describing program to be used, coverage area, promotion plans.

coverage area, promotor pans.

Bonomo's success with tv in eastern
markets was emphasized at the meeting and later by distributors, who used
the booklets to get new accounts, urge
old accounts to stock up. (Bonomo's already had limited distribution in about
a third of the markets included in the
expansion program.)

On the basis of past tv successes and the logical assurance of more to come. distribution was accomplished in time for the 1 September kick-off.

Schedules in participating programs began with live and filmed spots alternating. "Importance of the filmed spots," explains Emil Mogul Co.'s account executive Hal Balk, "is to involve the kids in Bonomo's story, get them into the action and swim of it." (In one commercial, a boy actually hops from an audience viewing a western movie onto the screen and offers Bonomo's as the best ransom money to save the day.)

Filmed spots are not used in the eight established markets, where, according to Balk, "the kids already are involved in Bonomo's." There, the influence of a live personality is better suited to maintaining and increasing sales, agency and client believe.

Four one-page trade ads announced how Bonomo's would use tv in its expansion. This was the only media used outside kids tv. Here's how the strategy paid off in less than two months:

New markets. The California market alone already matches the sales volume of one of the eight established markets.

Limited distribution markets. With full distribution and advertising, sales are rising sharply, have already tripled in a major midwest market.

Old markets. A three-year-old East Coast market has shown a 22% sales gain over last year. Such increases are rare for established products in that length of time, Bonomo feels. "Ten per cent is good," he says.

Most dramatic payoff of the packaging change was noted in the South where buckling in hot months took its



Filmed spots, alternated with live in new-market participations, are worked on by (1 to r) Emil Mogul's Les Dunier. radio/tv v.p., a.e Hal Balk, Myron Mabler, v.p. air media creative dir.

#### ost problem

biggest toll of shelf life. One southern market has seen a 400% sales increase. Obviously, volume is offsetting the

cost of repackaging and expansion.

What it may all lead to is year-round true of Bonomo's. Longer shelf life and summer sales, which the results in the South now point to, may end the limited September-to-May advertising cycle, Tico Bonomo hopes, if suitable summer shows can be found.

Another packaging change which tv made possible, says Bonomo, is the family resemblance to the Turkish Taffy wrapper which the other flavors (chocolate, strawberry, and banana) were given in September. Light sellers before, these flavors already have begun upward sales trends through exposure in the live participations in established markets.

One of these participations in New York is The Magic Clown, the 10-yearold show that Gold Medal originated and now packages for NTA. Expanded in September from one to six 15-minute segments a week, it has such outside sponsors as Carnation, Ideal Toy, and Flav-R-Straws. Gold Medal began the show in 1950 because it had some definite ideas of its own about reaching kids effectively. The concepts have been refined to cover all basis in selling candy to kids. Here are the principles (which agency and client also look for in monitoring programs across the country):

Concentration. "Side remarks to the crew are not only above youngsters' heads," says Balk, "but they break that line of concentration so important in reaching the most fickle of audiences—kids."

Kid involvement. Directly or indirectly, the kids must be a part of things. (The Magic Clown, incidentally, is shot from the stage, so kids in audience are almost always in view).

Enthusiasm. Excitement about the product is a must.

Competition. A 15-minute clearance from other candy commercials is stipulated. Stressing the word "Turkish" (Gold Medal owns the phrase "Turkish-Taffy") eliminates confusion created by competitive "taffse,"

Emphasis on name. Re-emphasizing of the name and its correct pronounciation is the main purpose of a 10-second animated tag to each live spot.



Packaging improvement, vital marketing factor in expansion strategy, considered by (1 to r) Tico Bonomo, v.p. in charge of advertising, acet. exec. Hal Balk and sales manager Hy Becker

They are used in every market. Live personalities in each market are monitored to make sure they pronounce "Bon" to rhyme with "con."

Copy points. "How to eat it" heads the list, the proper way being to break it into "hite-size pieces," which the personality must do for demonstration purposes. "Still only 5¢" becomes a bigger copy point than ever now, as the tv success in new markets makes it apparent that no price increase will be forthcoming in the near future.

It's not by accident that Gold Medal

and its agency, Emil Mogul, licked this cost problem. Strategy for Bonomo's 20-market expansion and the two packaging changes was founded on its past success with tv.

So, by carefully mapping a campaign built on that success, it's likewise no accident that conclusive results have been obtained in less than two months. These quick results now enable the company to make plans for possible year-round marketing and advertising which success of the packaging change makes possible.



Lettuce patch interview of a head produce clerk, Chuck Hillman, by WROV's Barbara Felton illustrates one-third of the Kroger formula: selling chain's personality via its employees. Interviews bring out the job, civic interests of Kroger people to humanize the huge grocery retailer

#### Kroger builds 3-way radio formula

- Latest application in Roanoke utilizes station personalities fitted to private labels, nat'l brands they sell best

Can a company's "personality" campaign move its products in the highly competitive grocery field? Is there a way of weaving item-and-price almost unnoticeably into a strongly institutional campaign?

Two years ago, the Kroger Co. had to rebuild a goodwill image for its St. Louis outlets to counteract the effects of a strike situation the year before which had sapped sales drastically.

Plugging competitive items and prices wouldn't do it. Something more was needed. So Kroger decided to sell its *people* and its *concepts* to the public. At the same time, it had to move *merchandise*.

Radio was tried as the medium to put this "image" campaign across. Moreover, program segments—not just spots—were the vehicles for:

- Taped interviews with store personnel, backed by their pictures in print ads—both breaking on the same days of the week.
- 2) Kroger "concepts" (guarantees,

exclusive processes, etc.) were enlarged upon, talked about on radio.

3) Items featured in print ads were described by established personalities.

Within a year, the Kroger chain was in No. 1 position in St. Louis (where the plan still is used on a continuous 52-week basis).

While radio has been employed successfully in other markets by Kroger, the formula usually has differed from the St. Louis plan. For instance, a Cleveland promotion reported in SPOSson, 20 September, 1958, showed how in-store displays tied a certain item to the personality pushing it and the results of this visual transfer.

But the question Kroger wanted answered was: could the St. Louis three-way continuous formula be successfully adapted to other areas? A sixmonth test in Roanoke, Va., is a good clue to the answer.

Kroger's nine stores in Roanoke give is the biggest share of the grocery market there. So, according to Roanoke Division ad and promotion manager Charles W. Conner, "Radio would provide us an opportunity to experiment with new ideas which are so vital to the growth of a company like ours, yet all too often prohibitive because of the cost involved."

Kroger's radio in Roanoke was planned for integration with other media already in use there: three syndicated tv shows on WDBJ-TV and newspaper advertising.

WROV was chosen for the test after audition tapes by four of its personalities were approved by Kroger's Roanoke Division v.p. Paxton Judge, not only for acceptability of their styles, but for the audiences they reached:

Traffic hour. To reach people going to work in industry as well as business, Ken Tanner's Yaun Patrol is alternated Monday, Wednesday, and Fridays at 7:05 a.m., Tuesday and Thursday at 8:15 a.m.

Housewife. Barbara Felton's Womans' World reaches the women while preparing lunch or making out her

shopping list.

Evening traffic hour. While Jerry Jeynes Club 1240 keeps the housewife company, too, copy is pitched toward people who have to pick something up on the way home. For the working woman, it might be supper; for men, snacks or refreshments for company. "Radio," Conner points out, "gives us a strong chance to sell the men who are not generally big readers of newspaper advertising."

Nighttime audience. Jivin' with Jackson was intended primarily to (Please turn to page 49)

Radio schedule is checked by ad mgr. Charles Conner (r), store mgr. Virgil Porter



#### **PARTI-DAY JUMPS TO 80%**



Here is dramatic evidence of day tv's power to build distribution of a new grocery product. In less than four weeks after start of test, Parti-Day gained complete distribution in stores doing 80% of volume in the Green Bay, Wise, area,

#### WESTERN UNION

P MJA094 PD=FAX WILTAUKEE WIS 14 1033AIC= JOHN MCWILLIN, SPONSOR MAGAZINE=

40 EAST 49 ST NYKE

DISTRIBUTION OF PARTI DAY IN GREEN BAY AREA HAS JUMPED FROM LESS THAN 10-0/0 TO 100-0/0 OF THE STORES DOING 50-0/0 OF THE STORES DOING 50-0/0 OF THE TOTAL VOLUME SINCE START OF BAYTIVE TV SCHEDULE. EVERY MAJOR CHAIR AND IMPORTANT SUPER NOW CARRYING. ALL INITIAL SHIPMENTS TO RETAILERS NOW COMPLETE:

STIS L KUENN CO

This telegram from Otto L. Kuehn Co., Wisconsin Food brokers for Parti-Day Toppings, heralds the successful completion of the first or "distribution" phase of the unique 26-week day tv test, reported exclusively by sponsor.

Robert J. Curry, D'Arcy account exccutive on the Parti-Day account, this week confirmed that Parti-Day distribution in the Green Bay area is now "virtually complete," and that from here on the test will concentrate on a study of consumer movement, product potentials and other marketing problems. (All of which sponsor will report.

Day tv is credited by Marvin Bower, Kuehn merchandising manager with providing impetus for speedy distribution spread. Kuehn salesmen carried a special kit outlining Parti-Day's firm, 26-week commitment for a schedule of 10 daytime spots per week over WBAY-TV Green Bay.

A complete breakdown of shipments to wholesalers in the 11 wholesale points in the 80-mile Green Bay area during the first four week's 9th test will be carried in next week's 8PONSOR. as well as an outline of the marketing, research, and sales studies which Parti-Day and D'Arcy are planning for the balance of the 26-week period.

Robert Parker, marketing manager at WBAY-TV reports store demonstrations of Parti-Day in the Green Bay area are on the upswing, and three leading local dairies are arranging retail demonstrations. This merchandising phase of the test will also be reported in next week's SPONSOR.

In short, what Parti-Day has achieved via spot to within barely a month is a sufficient fill-up of the pipelines to assure retail availability.

#### The Test in a Nutshell

PRODUCT: Parti-Day Toppings TEST AREA: 80-mile area around Green Bay, Wisc.

MEDIA: Daytime tv only.

SCHEDULE: 10 one minute spots weekly-26 weeks

BUDGET: \$9,980.



#### for SMART BUYERS

Going up and crazy, man! Our stock market tip this week is Minute Maid (that's orange juice) selling around 161/2 on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.



Again #1 Hooper September, morn ing and afternoon. Check the after noon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ



Manchester, Concord, Nashna markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.



5000 watts, top Pulse station in the . Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area



As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. Going Home Show on the



Top Pulse in the rich Montgomery County market. Afternoon show 3 County market. to 5 p.m. "Juke Box Jamboree" with Buddy Brode

> sold nationally thru WEED & CO Joe Rahall, President "Oggie" Davies, Gen. Manager

#### HOW REGIONAL TASTES AFFECT VIEWING

|                         | Country Music<br>Jubilee | Lawrence<br>Welk | Hit<br>Parade |
|-------------------------|--------------------------|------------------|---------------|
| NEW YORK                | 1.4                      | 18.1             | 18.8          |
| CHICAGO                 | 3.8                      | 30.9             | 20.5          |
| INDIANAPOLIS            | 7.3                      | 20.0             | 21.6          |
| LAS VEGAS               | 14.6                     | 14.7             | 31.1          |
| LITTLE ROCK             | 15.1                     | 32.0             | 20.0          |
| MEMPHIS                 | 15.3                     | 29.5             | 11.4          |
| SOURCE: ARB, Fall 1957. |                          |                  |               |

#### LOCAL RATINGS

(Continued from page 37)

Person, which in April, carved out an ARB national of 31.3. During the same period, however, its local rating extremes went from a low of 7.9 in Salinas-Monterey-Santa Cruz to a high of 53.5 in Louisville. Another example of the vagaries of programing nationally to local tastes was the syndicated show, Confidential File.

Confidential File began in Los Angeles and built in short order to a point where it outstripped many network shows. Then it was introduced to a number of other markets and here were the ARB averages for Dec. 1955-Feb. 1956:

| Market               | Rating |
|----------------------|--------|
| Los Angeles (origin) | 19.0   |
| Boston               | 16.3   |
| New York City        | 5.8    |
| Baltimore            | 8.8    |
| Cleveland            | 7.9    |
| Washington           | 5.6    |
|                      |        |

The Boston rating, while good, is a demonstration of the fact that even in that two-station market the rating couldn't overtake seven-station Los Angeles.

Local figures are trouble shooters inasmuch as they spotlight the weaknesses. On the other side of the coin, they also illuminate the strong areas. Often an analytical look at the figures in relationship to time of broadcast, the number of stations in the city and similar information can isolate the reason for variance, indicating how to correct weakness and promote strength.

Obviously, whatever is done depends on the amount of control over program content. placement, time slots, line-up and other factors that may rest in the hands of the sponsor who is paying the freight.

Even assuming a situation in which

there is practically no control, there is always a combination of actions that can be taken to support a market that has fallen below the national rating average

A sponsor, for example, is faced with audience weakness in a market which happens to be a network "mustbuy" list. Short of cancellation, it may be said, he has absolutely no say over any program element. But there are still courses of action open. What are some of them?

The client can work closely with the network and the station to stimulate local promotion of the show. He can get cooperation since the network doesn't want a weak link in its chain and the station certainly doesn't want to be one. He also can ask the network talent for help if the weak-rated market is of sufficient importance to his sales strategy. Sometimes the personal appearance of the star of a show in a community can be a big hypo to show ratings. A good example was the way Ed Sullivan, when threatened by NBC's Comedy Hour, went to the grassroots and personally licked the problem, for his show and for the Lincoln-Mercury dealers.

However schizo a tv show's ratings may appear, they are no more so than the pattern of product sales. A client's sales potential varies from market to market just as does the size of his tv audiences, although not necessarily in the same relationship. But by using his local ratings to align audience reached with sales potential, he does have an opportunity to put audience research to work as part of his overall market strategy. Proper use of the local measurement is the essential link between program effectiveness and merchandising effort. The reason is basic: television viewing is local and so are sales



"YOUR OWN OIL WELL" \$1,000 CASH or a royalty share in a producing KANSAS OIL WELL, which may yield winner total income of \$10,000 or more.

#### THREE OTHER FABULOUS PRIZES

SECOND PRIZE: A whole Grade "A" PRIZE-WINNING KANSAS BEEF processed and delivered to your desk, home or locker. Total retail value \$400.00.

THIRD PRIZE: 50 Bushels of KANSAS WHEAT, from this year's bumper crop. Value \$100.00 cash.

FOURTH PRIZE: Shares in BEECH, BOEING and CESSNA Aircraft, representing Kansas' great Aircraft Industry. present market value \$100.00.

#### **RULES FOR ENTERING CONTEST:**

RULES FOR ENTERING CONTEST:

The contest is open to all Advertising Agency personnel, it years of age or over, living in the continental limits of the United States except employees (and their immediate families) of KAKE-TV, KTVC, and KAYS-TV, the KATZ Agency, and the Reuben H. Donnelley Corporation. Which was also to the their contest of the theory of the theory of the theory of the theory of the manner the Network and state the reason for the name in fifty (50) words or less. Enter as many times as you wish, each entry must be accompanied by a different 56-word and the company for which you work.

Entries will be judged on originality, uniqueness, and agness of thought. All entries will be judged by The Reuben and the company for which you work.

Entries will be judged on originality, uniqueness, and agness of thought, all entries will be judged by The Reuben the winning name is duplicated, final judgment will be on the winning name is duplicated, final judgment will be on the basis of the originality, shrerity and apprens of thought of the accompanying 50-word statement. Entries must be the original work of the contestant and become the property of the accompanying 50-word statement. Entries must be be original work of the contestant and become the property of KAKE-TV, and none will be returned. All entries must be postmarked no later than midnight, becember 12, 1938, and received no later than midnight, becember 13, 1968. Four entrance in this contest constitutes full permission

> KAYS TV

> > KAKE-TV

mines consistency to the permission of the use of your entry was the work of the permission for the use of your entry with any way AKE-TV and associated stations will be announced on January 1959. KAKE-TV and associated stations will furnish an estimate of the well's present and future earnings to assist winner in

choosing life-of-the-well income of \$1,000.00 in cash. Duplicate prizes will be awarded in case of ties.

#### NETWORK FACTS:

KAKE-TV. Channel 10, Wichita, went on the air October 19, 1984, an ABC affillate. Through superior facilities, personnel and production "know-how," a network ideally suited to the market, and the finest feature flins available to television (MGM, Warner Bros., RKO, Columbia, and Universal) KAKE-TV has become Wichita's leading television station. In August of 1987 KAKE-TV was joined by associate station KTVC, Channel 6, Ensign, Kansas, serving the southwest area of the state

west area of the state. September, 1958, KAKE-TV again expanded to include KAYS-TV, Channel 7, Hays, Kansas, in northwest Kansas, now advertisers buying KAKE-TV, with associates KTVC and KAYS-TV, in a single buy, with special discounts, can occurs an area served by 32 radio stations. 38 daily papers. .. and 171 weekly papers. The KAKE-TV, KTVC, KAYS-TV combination reaches an area with 1,289,000 population and over a billion and a half dollars in retail sales. The KAKE-TV coverage area, up to this time and exclusive of the KTV Can RAYS-TV areas has been known as KAKE-Inad with the KAKE-man, a happy little Baker, as a symbol land with the KAKE-man, a happy little Baker, and a symbol land with the land with



Kansas is known as the "Sunflower" or "Jayhawker" state. The state song is "Home on the Range." Kansas population is 2,155,000 (S.R.D.S., 1958). Total personal income now approximately \$3.4 billion annually.

MANUFACTURING: Kansas lists more than 3,250 plants turning out thousands of products ranging from glass fibers to bombers.

PETROLEUM: Ranking fifth in the nation in production of crude oil and sixth in natural gas, Petroleum is Kansas' greatest mineral asset.

AGRICULTURE: Kansas farmers are enjoying their greatest year in over-all agricultural production, with \$1,369,052,000 In wheat re-turns alone. (An increase of \$284,526,000 spendable income over last year.)

Represented by Katz Agency

### **MR. STATIO**

### what does trade pap

First, circulation means people who make the buying decisions. These people include—at SPONSOR—timebuyers, account executives, ad managers, marketing men, media executives, agency principals, and possibly a dozen more job titles. They're your prospects.

Only SPONSOR has its circulation audited by job titles to give you at a glance the simple facts you need about readership that count most heavily in your selection of trade paper promotion.

Sure, SPONSOR has more total advertiser-agency readers than any other publication in its field—7,035\* to be exact, or slightly more than 58 per cent of its total circulation. For SPONSOR is edited for buyers.

PS: BPA (Business Publications Audit) was established in 1931 expressly for the purpose of auditing business papers or trade journals. BPA has 475 trade paper members, more by far than any other publication audit firm. \*June 1958 BPA audit just released.

## ANAGER,

## culation mean to you?

But numbers alone are not enough. You need a job title analysis to get the full measure of trade paper value. That's why SPONSOR has availed itself of a BPA audit that identifies the reader you want to reach by the exact title he holds at the agency that buys your time as well as at the national advertiser level.

In a word, SPONSOR has the circulation (quantity and quality—both) that guarantees your national advertising maximum exposure and, therefore, maximum results. May we send you the BPA audited job title analysis? You'll quickly spot your top 1958 buy.

## **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



316,000 watt station, plus new highs in

network and local programming are the dynamite.

Don't miss the early December airdate. Don't

miss WTOL's bigger Toledo market. For fast facts . . .

#### WRITE - WIRE -



RUS STONE Commercial Manager WTOL-TV 604 Jackson St. Toledo, Ohio CHerry 3-3291



PHONE

TELEVISION INC

COMMUNITY BROADCASTING CO.-WTOL-TV . . . WTOL-AM . . . WTOL-FM

#### KROGER

(Cont'd from page 43)

each the teenage market (many of shom would be getting married next ear). Kroger feels teenagers control amily buying habits to a great exent, Conner says. Other targets of he nighttime segment: Kroger emlovees, adults, Negroes.

Each of these four 15-minutes daily egments was treated identically to over the three-way objective:

 Kroger people are sold in the inst commercial. Taped interviews with employees play up the background, community activities, and speific jobs of store personnel. Good netrview subjects can be repeated for shvious continuity of interest.

2) Kroger concepts are featured in he second commercial. These include kroger Label Products, Food Foundation, Personal Word Guarantee, Save-Ways, Tenderay Beef aging process.

3) Specific merchandise is highlighted in the last commercial, shorter han the others. Monday, Tuesday, and Wednesday two national brands re paired in each of these commertials, totaling eight products a day, hursday and Friday, four or five tems on the weekend special are unshed. These private label products re part of a weekly "ad theme."

The "ad theme" ranges from product categories to outright stunts. Items nd prices are not made known until hursday morning (though they some-imes are revealed on the Wednesday ight tv show). Nevertheless, the cene is set for the weekend sale in he "people" and "concept" commer-ials on the first three days of the eek. If, say, the category is "Save 9% on Kroger Label Products," this touched on lightly until Wednesday, hen it becomes the principal topic. hen on Thursday specific items and rices are advertised.

These "ad themes" are carried over in-store displays, also have the midle commercial on the tv shows.

Further integration measures: newsapers emphasize item and price priarily, while tv hits price, some conepts, and national brands.

The radio formula is varied only hen a-test is conducted. Ad manaer Conner recalls that "during the 1st four months of this personality rograming, there were many things e wanted to find out. We conducted sts of which the station was unaware. To determine the ability of the personalities to sell for Kroger, we selected particular items and assigned these during test weeks to the different people. We were careful that the items were not promoted in any other way. At the end of each week a survey of movement was made. Our personalities came through for us to an almost unbelievable extent."

Examples: A two-week sale of nonfood items was worked out, to be promoted exclusively on radio. "Not only was the early week sale beyond expectations," Conner says, "but our twoweek supply was completely depleted after the first week."

"Another time," he recalls, "we gave Jackson a particular assignment to sell an unknown corned beef. We told him to treat it anyway he wanted, to have fun with it. He did and so did we. Over a three-day period our usual sales volume on the item doubled." Another result: purchases of the item by men.

Jackson's off-beat delivery has been highly effective for selling dog food, Conner reports. Barbara Felton showed a knack for interesting young housewives in new items. Results of such tests aid in assignment of the week's 32 national brand spots.

The success with radio in St. Louis made it relatively easy to interest national advertisers in the co-oping of commercials in Roanoke. The plan was transferred intact. The usual radio balance during the week works out to roughly 40% national brand emphasis, 60% private label. Tv is roughly 50-50, though sometimes a little more emphasis is put on national brands (also co-oped).

Kroger uses radio for weekend promotions in 18 other towns in the Roanoke Division of 47 stores covering Virginia, West Virginia, North Carolina, and Tennessee. "Our key people," says Conner, "merchandise buyers, chief executives, zone managers have become more conscious of radio's flexibility, vitality, economy. The dimensions of radio's size mean more now since they hear for themselves how often and how extensively we can give our company story each week and each day."

Moreover, says Conner, "Ideas are intangibles, and they seem easier to express when one person tells another. Through our personalities, we can tell the whole story—and the whole story often makes the difference between telling and selling."

## KEL-O-LAND KEL-O-LAND KEL-O-LAND



More than just a market! It's a big slice of the U.S.A.

Joe Floyd's great 4.5 fate t v beam carries your sales message into South Dakota, Minnesota, lowa and Nobraska. Plus several counties in North Dakota as well. You buy it all off of one single-station rate card, at lowest CPM in the book.

#### KELO-TV Sioux Falls:

and boosters

KDLO-TV KPLO-TV Aberdeen-Huron-Watertown

Pierre-Valentine-

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr., Larry Bentson, V.P.

REPRESENTED BY H-R
In Minneapolis: Wayne Evans & Assoc.

## How can the tv commercial capture the inattenty

With viewer attention often distracted during commercials, agency men and a researcher discuss practical methods for sustaining and building viewer interest.

Wm. M. La Cava, vice pres. in charge of commercial television, Cunningham &

Walsh, Inc., New York
The tv viewer never had it so good!

Nowadays the commercials are entertaining.

The pitchman is going, and he is taking with him the old glamourless direct-sell technique. Nobody questions



The development of entertaining commercials

the merit of repeatedly exposing to viewers to an excellent product using a direct "pitch" method. Traditionally this technique has experienced great

However, by taking the very same product story and stagning it in an interesting and entertaining fashion, we eatch our inattentive friend a lot faster. The reason for this is that the tviewer has been exposed for the last 10 years or so, to such a volume of unattractive direct selling techniques, that he has developed the capacity to "tune out" mentally the salesman whose presentation is not only straight, but dull.

You must create a presentation which will gain and hold the viewer's attention if you are to get him to know and ultimately to buy the product. The glamour treatment, the use of off-beat animation characters, the employment of unusual design methods, attention to sound and music, all help to construct a commercial which will create audience attention. Integration of the product story with the program theme—using the stars of the show to sell the merchandise—is additionally responsible for sustaining viewer interest. Most

outstanding commercials of recent vintage have been presented with one or a combination of these methods of staging.

To wake the audience up and keep them up, the tv commercial must be entertaining visually and verbally. It should be handled with teste and simplicity—simplicity being of paramount importance. With only 20 seconds or perhaps a minute to tell the story, the clearest form of continuity is obtained when your effects are interwoven. This keeps the majority of your audience unconfused and alert.

It is improbable that the inattentive viewer can ever be completely eliminated—the program may lull him into a condition of irretrievable numbness —but the development of entertaining commercials is the most effective weapon against the mental "tune out."

Donald H. McCollum, vice president, Schwerin Research Corporation, New York

The Case of the Inattentive Viewer reminds us not to underrate the audio. For if the "viewer" is not watching, no amount of pictorial ingenuity will attract his notice; some quality in the sound must do so.



Good audio helps impress the viewer

Shouting or insistence won't work, though. What does help is having a sound track that, so far as possible, observes the fundamentals of a good radio commercial. This serves two purposes: a) It can sufficiently stimulate the interest of some of those who are inattentive so that they start looking at the commercial. b) Even among those who do not, it can make some auditory selling impression.

These are some of the basics of successful audio that Schwerin Research has noted in its testing:

- 1) It should create a picture of what is happening or being described, one in which the listener can "see with his mind's eye."
- 2) Clarity is vital. Copy should not be delivered too rapidly, and jingles should not be overloaded.
- Used only for the most vital material, repetition is helpful, but on television the ideas must be presented in varied ways.
- 4) When it can be done without awkwardness, presenters and characters should be identified or described Care should also be taken to ensure that the voices are distinguishable from each other.

Making a tv commercial that would be ideal for simulcasting is virtually impossible; each medium has its ow forte. With better planning, however the audio can do a lot to assist the video. We have long urged, as a fina check, playing the video without the sound to see whether the visual story is clear and forceful. As a further step 1 suggest the reverse, to be sure that the audio can make an impression or the inattentive viewer.

Howard M. Wilson, vice president an copy director, Kenyon & Eckhardt, Inc., New York

Stop worrying about capturing th inattentive viewer!

It's this kind of worry that leads t an anxiety neurosis in creative people Out of this neurosis come commercial that press too hard, that shout to much, that crash symbols or try to it tegrate slyly into a program or sugar coat so much with entertainment the the poor viewer doesn't know what going on. As a result, he becomes mot inattentive.

So begin by getting into the commercial without too many prelim naries or apologies or entertainmer or waltzing away from what you hav to say. If you have something to sa people will listen. Honest.

If you have a personal use productry to start off with a problem—th kind of problem that most people has

#### wer?

or think they have. The product should hen be offered as a solution.

If you have nothing to say, you can ing it. Which is another way of saying that people are tired of tired singing commercials. They are not tired of harp memorable ideas, made even harper by music. ("You'll wonder where the yellow went").

Next, talk less and show more. Our ommercials are talking America to



Stop worrying about the inattentive viewer

eath as well as inattention. Television pictures; let the pictures say more of the words less. At K&E we've trned out a two-minute commercial hich has a total of two words "Pepsi, lease!"

One way of talking less and showing ore is to concentrate on one big basic lea rather than several. A fist his arder than an open hand; one big bint is better than five little ones.

And one final word on language, try use people-talk rather than clientlk or account-man-talk or even copyriter-talk. Dialogue is the hardest ing in the world to write well; it can ean the difference between a great mmercial and a lousy one.

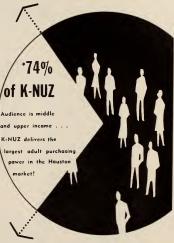
But above everything else, you must monstrate on television. It seems to the one best way to keep a viewer's tention if you have a legitimate demstration. Opening a pack of cigares, making a car roll on a road, or ving an announcer gaze fondly at a ses of beer—those are not demonstations. A good demonstration octs when the viewer is an eye-witness a newsworth benefit.

To sum up: Stop worrying about the attentive viewer. Concentrate on lat you have to say that will be in a viewer's interest. He'll pay attition.

### Another 1" for K-NUZ

# 7 DAY a WEEK PROGRAMMING

Beamed at the Buying ADULT AUDIENCE . . . SOLD by Proven Air Personalities!



\*Special Pulse Survey (Apr.-May, 1958) Nielsen (June, 1958)

Week ends ar weekdays, every day is a good day to merchandise your product on K-NUZ. Naw . . . . Monday through Sunday—every day at the same time—radio's top showmen entertain and sell the Na. 1 growing K-NUZ audience!

K-NUZ has the No. 1 nighttime audience, too! The entire staff of DJ's take over an haur each throughout the night from 12 Midnight to 6 AM, keeping K-NUZ Hauston's mast wide awake, mast listened to—all night radia station.



## STILL THE LOWEST COST PER THOUSAND BUY!



National Reps.:

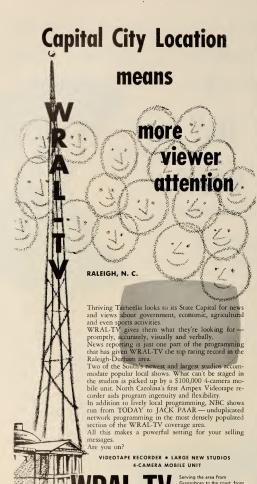
#### Forjoe & Co .-

New Yark • Chicago Los Angeles • San Francisco Philadelphia • Seattle

Southern Reps.:

#### CLARKE BROWN CO.

las • New Orleans • Atlanta
In Houston:
Call Dave Morris
JA 3-2581



AROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher, Vice Pres. & Gen. Mgr. Raleigh, North Carolina REPRESENTED BY H-R. INC. NOBLE-DURY

(Cont'd from page 35)

Decision to use the formula is never made until the agency has thoroughly studied the product, its problems and distribution, talked with brokers, distributors, and consumers. In fact, the final decision in a few cases has been not to use the formula, and the agency now has some excellent accounts which are the exception to the rule.

If the decision to use the formula is favorable, some degree of flexibility is possible. Three things cannot be changed, however, according to Graham. He calls these concept, degree, and application:

 Concept. By this is meant the use of the tv character brand image.

 Degree. Extension of the tv character into everything else done, and the use of 52 week commitments.

3) Application. Every function of this advertising and promotional tool should be fully exploited in full cooperation with the company to get distribution, contacts, and every form of "free goods." An example of "free goods" occurred during the use of the "Frosty Morn For President" commercial. Here a town in the region dedicated a day to Frosty Morn, the townspeople wore fancy dress, parades were held, prizes awarded, etc.

The three principals most responsible for making Noble-Dury tick are: Albert Noble, ex-newspaper and radio man, who founded the agency in 1945. He has been chairman of the board since 1956 concentrating on merchandising and promotional activities, and liaison man between the company and distributors. His very wide acquaintance with key food and drug people all over the country is felt in kicking off a new product favorably and solving distribution problems, W. S. (Bill Graham), started in the wholesale grocery business, became sales manager of a radio station, then joined Noble-Dury as account man. He became president in

Some of the accounts now at Noble-Dury are:

Bayuk Cigars.

Bayuk Cigars.
Columbus Canning; Jet Dog Food.
Diamond Crystal Salt Co.

Frosty Morn Meats; Meat Products. Jamison Bedding.

Kelly Foods, Inc.; Canned foods. My-T-Pure Flour Co.

Sessions Co.; Peanut Butter. Standard Candy Co.

## Interview: Wo Templeton

Bryan Houston, Inc. Vice President and TV-Radio Director, William B. Templeton, tells why he selects WLW TV-Radio Stations for NESCAFE Instant Coffee



"For instant results, we select WLW TV and Radio Stations time after time to bring home the business for NESCAFE."



NESCAFE

"From programs to promotion, the WLW TV-Radio Stations are brimming over with just what the ad men order!"



"Warm it up?"

Call your WLW Stations Representative . . . you'll be glad you did!













Network Affiliations: NBC; ABC; MBS • Sales Offices: New York , Cincinnati, Chicago, Cleveland • Sales Representatives: NBC Spot Sales. Detroit, Los Angeles, San Francisco, Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . . Crosley Broadcasting Corporation, a division of



## Peters, Griffin

NEW YORK 250 Park Avenue Yukon 6-7900

ATLANTA

CHICAGO Prudential Plaza Franklin 2-6373

DALLAS 335 Merchandise Mart Glenn Bldg. Murray 8-5667 Riverside 7-2398

DETROIT Penobscot Bldg. Woodward 1-4255

FT. WORTH 406 W. Seventh St. Edison 6-3349

HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

## Explore the 4th DIMENSION

## with the PGW Colonels

It just isn't possible to be in a lot of different places at the same time but with the help of the PGW Colonels you can get a better, over-all view of America's spot radio markets (the world's fourth dimension of time).

Anchor your efforts with spot radio where they'll do you the most good . . . and reach more people, more often, for less money. PGW is always ready with expert assistance to help plan national spot radio campaigns.

#### **CALL LETTERS** OF THE SALES GETTERS

| West                   |        |
|------------------------|--------|
| BOI-Boise              | 5,000  |
| (HOW-Denver            | 5,000  |
| GMB-KHBC-Honolulu-Hilo | 5,000  |
| EX-Portland            | 50,000 |
| URO-Seattle            | 50.000 |

#### Midwest

| WHO-Des Moines         | 50,000 |
|------------------------|--------|
| WOCDavenport           | 5,000  |
| WDZ-Decatur            | 1,000  |
| WDSM - Duluth-Superior |        |
| WDAY-Fargo             | 5,000  |
| WOWO-Fort Wayne        | 50,000 |
| WIRE-Indianapolis      | 5,000  |
| KMBC-KFRM-Kansas City  | 5,000  |
| WISC-Madison, Wisc     |        |
| WMBD-Peoria            | 5,000  |
|                        |        |





#### Springfield 51,000 WGR-Buffalo KYW-Cleveland WWJ-Detroit . WJIM-Lansing KDKA-Pittsburgh .

## OODWARD, INC.



| 2000000000                             |        |
|--|--------|
| KFDM-Beaumont                          |        |
| KRYS-Corpus Christi                    |        |
| WBAP—Fort Worth-Dallas<br>KTRH—Houston |        |
| KENS—San Antonio                       |        |
| KLING-Jan Alltonio                     | 30,000 |

#### Southeast

| WLOS-Asheville         | 5,000  |
|------------------------|--------|
| WCSC-Charleston, S. C. | 5,000  |
| WIST-Charlotte         | 5,000  |
| WIS-Columbia, S. C     | 5,000  |
| WSVA-Harrisonburg, Va. | 5,000  |
| WPTF-Raleigh-Durham .  | 50,000 |
| WDBJ-Roanoke           | 5.000  |

"JAXIE"
JACKSONVILLE
BLUSHES WITH
PRIDE . . .



Distinguished

AWARD

Achievement

A

For Television News Operations Sponsored Radio-Television **News Directors** Association R The Medill School T of Journalism Cooperation N Northwestern with University

HAROLD BAKER
6:30 PM Monday thru Friday
NEWS with
RAY DANTZLER
11:00 PM Monday thru Friday

WFGA-TV
Channel 12
Jacksonville, Florida
FLORIDA'S
COLORFUL STATION



National and regional spot buys in work now or recently completed

### SPOT BUYS

#### TV BUYS

The National Brands, Div. of Sterling Drug, Inc., New York, is going into various markets where it does not have network support, for its Bayer Aspirin. The schedules start this month; minutes during nighttime slots are being used. Frequency depends upon the market. The buyer is Bob Lazetera; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Family Products Division, Div. of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., is kicking off a campaign in about 35 markets for its Sportsman men's toiletries. The four-week schedules start this month. Commercials of various lengths are being placed, during both daytime and nighttime segments. Frequency varies from market to market. The buyer is Delores Carbone; the agency is Norman, Craig & Kummel, Inc., New York.

Hudson Pulp & Paper Corp., New York, is entering top markets to push its paper products. The schedules start this month for 52 weeks. News and weather shows are being used primarily. The buyer is Inez Aimee; the agency is Norman, Craig & Kummel, Inc., New York.

M & M Candies, Chicago, is initiating a campiagn in top markets throughout the country for its M & M's candy coated chocolate. The 52-week schedules begin this month. Minutes during nighttime periods are being scheduled, with frequencies varying. The buyer is Frank Thompson; the agency is Ted Bates, Inc., New York.

#### RADIO BUYS

Aluminum Co. of America, Pittsburgh, is lining up schedules throughout the country to promote its Alcoa Wrap. The campaign starts 2 January for six weeks. Minutes during daytime segments are being purchased; frequency varies from market to market. The buyer is Bill Phillips; the agency is Ketchum, MacLeod, & Grove, Inc., Pittsburgh.

American Home Foods, Div. of American Home Products Corp. New York, is preparing a campaign in about 65 markets for its Pizza Pie. The short-termer starts 22 December. Minutes during daytime slots are being bought. Frequency ranges from 35 announcements in the top markets to 12 in the smaller ones. The buyers are Russel Young and Adelaide Hatton; the agency is Young & Rubicam, Inc. New York.

Ford Motor Co., Dearborn, Mich., is planning a campaign in markets throughout the country for its Ford cars. The schedules are short term, begin 4 December. Minutes during daytime periods are being lined up. Frequency depends upon the market. The buyer is Allan Sacks; the agency is J. Walter Thompson Co., New York.



## Mark this market

on your list!

CENTRAL and SOUTH ALABAMA
...one of
Alabama's "Big Three"

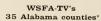


BIRMINGHAM

WSFA-TV

MONTGOMERY
Channel 12 NBC/ABC

MOBILE



| Population                     |     | 1,109,60     |
|--------------------------------|-----|--------------|
| Retoil Soles                   |     |              |
| Food Store Soles               |     | 200,215,000  |
| Drug Store Soles               |     | 22,215,000   |
| Automotive Soles               |     | 173,331,000  |
| Gosoline Service Station Soles |     | 68,402,000   |
| Effective Buying Income        | \$1 | ,146,641,000 |

WSFA-TV dominates with 63.1% average share of audience in the second largest Alabama market . . . an area no other medium or media combination can deliver!

These ratings were proved in a recent television survey conducted for 16 TV stations in 25 Central and South Alabama counties! One big reason for this outstanding coverage? WSFA-TV has the TOP 60 SHOWS in an area of over one million population, with three-quarters of a billion dollars in retail sales!

Mark Central and South Alabama on your list . . . and buy it with WSFA-TV!

\*Market area defined by Television Magazine, plus 6 counties consistently proving regular reception. Does not include 3 Georgia and 3 Florida bonus counties.

Data from Sales Management Survey of Buying Power, May, 1958

THE WKY TELEVISION SYSTEM, INC. • WKY-TV AND WKY OKLAHOMA CITY • WTVT TAMPA - ST. PETERSBURG

Represented by the Katz Agency



### FILM-SCOPE

22 NOVEMBER 1958 Copyright 1958 PONSOR PUBLICATIONS INC. Ballantine's 22-market buy of Bold Venture reveals this unique syndication buying strategy: Bold Venture plus Highway Patrol in the same cities for double barrelled impact.

Ballantine's two-way investment puts it in the same class of mammoth brewery syndication buyers as Budweiser, with U. S. Marshall, and Falstaff, with State Trooper.

But unlike these two other regional campaigns which extend horizontally into as many markets as possible, Ballantine's campaign is out to get maximum vertical impact by means of two different shows in a limited number of eastern cities.

•

Cigarettes—another heavy traffic tv user—are this season for the first time making big investments in syndication.

Brown and Williamson with its 19-market buy of Mackenzie's Raiders is the first to break with tradition and get into first-run regional syndication.

Up to now, cigarettes have been a big factor only in spot markets: Camels in many cities with several shows. Marlboro with Mike Hammer in New York, and others.



The full-scale order of Schlitz for \$10,000 worth of posters, cards and display materials to promote Flight points up the fact that only two kinds of syndication advertisers are major p-o-p users.

They are:

- 1) Sponsors with strong distributor relationships.
- 2) Retail advertisers at liberty to assign their own display space.

But other kinds of advertisers, lacking the franchises on display space for program merchandising, generally still shy away from it—to create a \$1 million-a-year headache for the film companies.



The long-time healthy status of Los Angeles independents in local live production is finally paying off with leadership in tape syndication over other production centers.

At last count, there were sixteen Los Angeles-originated programs being offered to advertisers and stations via tape syndication.  $\dot{}$ 

A tape show must pass through a crucial evolutionary phase—paying for itself with under \$3,000 a week in local ad money until syndication success is assured.

Only therefore a few program types such as these will probably have good chances of survival:

- One-set dramas on justice, law and human relations.
- · Intimate music shows-minus extravaganza settings.
- Personalities that don't require fancy production backgrounds.

Here are some of the tape shows already making the agency and station rounds:

#### KTLA, L.A.

Detective show Friday Dance Party Guy Mitchell show Jazz show Municipal Court Night Court

Police Station Youth Court

#### KTTV, L.A.

Courtmartial
Divorce Court
John J. Anthony
Juke Box Jury
Juvenile Court
Town Hall Party

#### KCOP, L.A.

George Jessel Show People's Court An Ampex tape demonstration team in Toronto suddenly found themselves pressed into emergency duty by the CBC and NBC.

In showing the Canadian Broadcasting Corporation how to pick up a news break, NBC requested they come in to cover the Halifax miner's rescue in place of their own feed to New York, which was in a technical snag.

100

COMMERCIALS According to data revealed by the Film Producers Association last week, New York City remains a predominate force in the \$100-million film commercials industry.

A couple factors cited by the FPA in this regard:

1) About 85% of the nation's film commercials are produced in New York, with Hollywood accounting for about 10% and the rest of the country, around 5%.

2) The increase of production on the New York end is reflected in the rise of NYC permits for location fillming; 513 for the first 10 months of 1958 as compared to 296 for the like period of 1957 and 165 in 1950.

.

Andre Sarrut, the "French Walt Disney," is entering the American commercials field via an affiliation with Telefrance, a new subsidiary of Fred Niles Productions of Chicago.

The Continent's largest producer of animated commercials is Sarrut's firm, La Comete, which does two-thirds of its business in exports, mostly to England, Canada and Italy.

Like Disney, Sarrut has a roomful of trophies and awards for animation — but unlike Disney, Sarrut is a major factor in his country's tv commercials business.

.

An economical story-board technique has been devised to test tv commercials before production.

Instead of spending \$8 to 12 thousand on a commercial and then testing it, a technique developed by L. L. Louft Productions will make sound film story-board commercials for around \$150 each.

Cost of a set of experiments including both the commercials and audience tests is estimated to be between \$1,500 and \$2,000.



Telestudios, which is merging as a leading independent producer of tape commercials, stated this week that contrary to some printed reports there was no jurisdictional question about the playing of non-NABET-made tape on the NBC TV or ABC TV.

In fact, said Telestudios, its tapes—made by IBEW members—have been telecast on all three networks the past several months.



Commercial frames: Sturm Studios, pioneers in color commercials and in "rotoscope" to combine animation with live-action photography, has taken larger quarters at 49 West 45th Street, New York City . . Transfilm Incorporated won a Golden Gate award at the San Francisco International Film festival for production of Energetically Yours for the Standard Oil Company (New Jersey), the only business-sponsored film to be honored there . . . Michael V. Stehney is new executive tv producer of Wilding-TV in Chicago . . . Fred Niles spoke before the Milwaukee Advertising Club . . . Robert Lawrence opened its Chicago office at 230 N. Michigan . . . Studying American commercial tv are Dr. H. Lommerzheim and Volker von Collande of UFA-Berlin, guests in Chicago of William L. Klein of United Film and Recording Studios.



22 NOVEMBER 1958
Cepyright 1958
appensor Publications Inc.

### **WASHINGTON WEEK**

The Miami channel 10 license moved one step closer to what appears to be almost certain cancellation, and the Pittsburgh channel 4 license seemed to be heading into similar jeopardy.

The week was dominated by past and present actions of the Harris House Commerce Legislative Oversight subcommittee. The effects continue to shake the television structure.

Bordering on the sensational were the latest subcommittee hearings, on Pittsburgh channel 4.

This is the channel now held by a merger of two applicants, Television City and Hearst's WCAE, Inc., with the merged company retaining the name of Television City.

The hearings opened with rumors to the effect that former FCC chairman George C. McConnaughey had solicited a bribe of \$50,000 from TV. City and of \$20,000 per year for 10 years in legal fees from WCAE.

The hearings closed in a direct switch, with TV City president Earl Reed virtually accused of spreading the rumors for his own purposes. The subcommittee asked the Justice Department to investigate whether Reed had committed criminal libel against McConnaughey. It virtually demanded that the FCC reopen the case for possible license cancellation.

All of the rumors about the \$50,000 and most of the talk about the \$200,000 was traced back to Reed and TV City official Lee Eckles. Eckles said he heard about the \$50,000 in a 1:30 a.m. phone call from Reed. Reed, on the other hand, claimed not to remember where he had heard the rumors, except that they were widely circulated.

Eckles quoted Reed as saying he had gotten a phone call from an unidentified intermediary asking the \$50,000 and giving Reed 24 hours to pay. Reed's testimony contained nothing about such a phone call.

McConnaughey flatly denied any bribe solicitations. His administrative assistant at the FCC and the man who went along with him to set up a law association with George Sutton, Robert L'Heureux, denied having heard anything about it. Sutton denied knowing anything about it.

L'Heureux said McConnaughey had told him Reed offered a bribe of \$10,000 in law business for the Ohio law firm of McConnaughey's son. McConnaughey said he hadn't considered it a bribe offer, since no mention was made of his vote, and that's why he hadn't reported the offer.

This case is before the same grand jury which indicted Richard Mack and Thurman Whiteside in the Miami channel 10 case, but no action has yet been taken on Pittsburgh channel 4. FCC reconsideration is held certain, whatever the grand jury might do.

Other developments of the week which dealt with alleged wrongdoing in channel applications.

Special hearing examiner Horace Stern heard final arguments on the cases of the four
applicants for Miami channel 10. The Justice Department and FCC general counsel had asked
PST, National Airline subsidiary, have its license cancelled, that Col. Katzentine's WKAT be
disqualified and that North Dade Video receive similar treatment.

 The Supreme Court refused to hear the St. Louis Amusement case against the FCC. The bone of contention: CBS TV's purchase of St. Louis channel 4 and channel 11 allocation.



22 NOVEMBER 1958
Copyright 1838
SPONSOR PUBLICATIONS INC.

### **SPONSOR HEARS**

A tv commercial firm some 1,500 miles from New York has added this business come-on:

A round-trip plane fare for one person-whether used or not.

A Midwest station has come up with a new sampling twist to latch onto prospects. The station advises a likely customer that his blurb has been selected as the "Commercial of the Month" and that he is entitled to a daily announcement for a month at no charge.

Nehi's advertising department has found a quick way to handle the frequent attempts of bottlers to function as copy experts.

The standard form of acknowledgement: Thank you for your idea; we are submitting it to our legal department.

That usually stops 'em cold.

Here's a measure of how agency overhead has gone up: Trainces in media departments are now in the \$80-\$85 bracket. Not so long ago, \$50-\$60 was a good starting stipend.

A check by SPONSOR shows that the range in the medium-and-big-sized agencies for assistant timebuvers is \$6,000-\$7,500 and for head timebuvers, \$12-\$18,000.

The range for associate media directors: \$13,000-\$25,000.

Leonard Goldenson and Ollie Treyz have personally involved themselves in ABC TV's drive to strengthen its clearance situation in two-station major markets.

It's not uncommon for them to come calling on the station's management with the latest data on the network's progress (both in business and ratings) and offer to talk sympathetically about compensation.

Among the particular points of interest are Rochester and Syracuse.

Take it from some Madison Avenue media directors: Tv may have arrived at the state of No. I medium, but it's still got quite a selling job cut out for itself when the next round of annual budget planning begins.

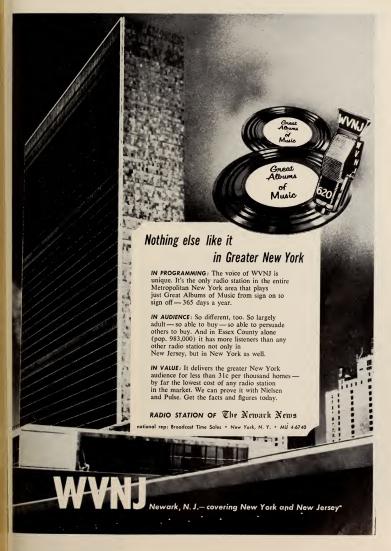
Here's how these executives see it: Some of the promotional theses about tv's successes are beginning to get threadbare; so the industry could stand a new and fresh coat of glamour paint—particularly as to how tv influences buying and consuming habits, and how big a sales volume it can deliver for expenditure.

P&G's brass won't talk about it, but this behavior pattern appears to be more than more rumor:

One thing that the Cincinnati giant is super-cautious about is to avoid damaging a medium because of sheer P&G advertising weight.

Case #1: During the recession, it asked CBS TV whether its billings position would be seriously impaired if P&G cut back. The network answered in the affirmative. And the cut didn't go through.

Case #1: Back in the '30s, the Sunday supplements were asked a similar question. They cheerily said it would be alright, so P&G pulled out for a while.



#### ADVERTISERS

Two active tv advertisers are embroiled in a patent suit.

Remington Rand Electric Shavers filed a three-count complaint against Sunbeam Corp. in the U. S. District Court of Illinois last week.

Reason: Remington alleges infringement of patent right to component parts of its "Rollectric" Shaver, featuring three twin heads and rollers on the market since July 1956.

The complaint charges that "Sunbeam Rollmaster," introduced in the fall of this year, has virtually identical triple twin heads and rollers. In addition, its name infringes Remington's registered trade mark.

Food and grocery products topped the list of product classifications in combined estimated expenditures for the January-June 1958 period, according to TvB.

Here's the combined (network and spot) expenditures of the top 10 tv advertisers by classification, for the first six months, 1958:

|     |                          | (auti ooo) |
|-----|--------------------------|------------|
| 1)  | Food & grocery           | \$118,806  |
| 2)  | Cosmetics & toiletries   | 64,574     |
| 3)  | Drug                     | 46,215     |
| 4)  | Tobacco                  | 46,191     |
| 5)  | Household laundry        | 43,463     |
| 6)  | Automotive               | 32,856     |
| 7)  | Ale, beer, wine          | 24,176     |
| (8) | Confections, soft drink: | s 19,234   |

 Household cleaners, cleansers, polishes, waxes 15,035

9) Dental products

Here are the top 10 spot tv advertisers by classification, for the same period:

(add 000)

\$65,588

| 2) Cosmetics & toiletries   | 24,109   |
|-----------------------------|----------|
| 3) Ale, beer, wine          | 21.002   |
| 4) Drug products            | 20,401   |
| 5) Household laundry        | 18,652   |
| 6) Tobacco                  | 16,990   |
| 7) Confections, soft drinks | 13,926   |
| 8) Gasoline, lubricants     | 12,103   |
| 9) Dental products          | 8.186    |
| 10) Consumer services       | 7,252    |
| Source: LNA-BAR; N. C. R    | orabaugh |

#### Campaigns:

17,126

1) Food & grocery

• Italian Swiss Colony's new Capella Red Table Wine will be introduced in key California markets via more than 125 one-minute tv spots per week. Theme: "Ring the chapel chimes... a new wine is born!" Agency: Honig-Gooper, Harrington & Miner, San Francisco.

. P-I-P Stamps, Inc., is launch-



## WRAP-UP NEWS & IDEAS PICTURES



Selecting Miss Brick Throw are (1 to r) Roy Face, Pirate pitcher; Ginger Carlson, Mrs. Pennsylvania; and Rege Cordic, m.c. of Cordic & Co, wake-up show via KDKA, Pittsburgh. Contest, three-hour show attracted 3,800 people, climaxing Cordic's "Brick Throwing" promotion



The winner: Ralph Head (scated), v.p. and dir. of marketing at BBDO, gets free vacation certificate from Al Stone, natl' sales mgr., WCSC, Charleston. Watching, John Thompson (I), v.p. and radio sales mgr., PGW and Robert Teter, v.p. and dir. of radio at PGW

Into the air: When the International Chiefs of Police held their convention in Miami, WGBs put its helicopter into service. Here managing director Bernard Neary (1) and Chief of Police Headley (extreme right) are about to show police Miami traffic area



ing a campaign in the St. Louis Metropolitan area of trading stamps which may be redeemable in life insurance, called the Dollar Stamp Plan. To spots plus a heavy radio saturation coverage will be used, including the giving of 10,000 dollar stamps by d.j.'s over KWK, St. Louis. Agency: Gardner.

 Aunt Penny's White Sauce, a product of Sunnyvale Packing Co. of California, will make its bow in January in the Phoenix and Tucson area. via tv and radio spots, supported by print. Agency: Honig-Cooper, Harrington & Miner.

Strictly personnel: Patrick J. Flaherty, formerly at Grant Advertising, appointed a brand publicity manager in the public relations division of Lever Bros. . . . Jack House, named advertising manager of Taylor-Reed Corp. . . . . Ralph Maulin, to director of

marketing at Derby Foods, Chicago
... Howard Fairman, promoted to
district sales manager of RCA Whirl-

pool appliances . . . Howard Claypoole, director of marketing for Reddi-Wip, Inc., and Frank Ansel, named general sales manager of the company . . . Andrew E. Sirasky, named sales service manager of Rempel Manufacturing, Inc., Akron.

#### AGENCIES

Emil Mogul spoke about the "bad apples" in the broadcasting industry before the largest group of timebuyers ever to enroll in the RTES Seminars, at the Hotel Lexington in New York last week.

Some of the "evils" he cited: 1)
"rate structure in spot radio and tv
—devised for national advertisers who
employ the medium for quickic campaigns and advertise on an in-againout-again basis. 2) traffic time and
premium rates. We find ourselves
obliged to pay extra for premium programs because the time is sold out to
advertisers who buy 10 or 12 snots per

week for short-term campaigns and are willing to pay premium prices for it. 3) "off-card rate deals."

**Solution:** "one price should exist for every advertiser in each category. Rates should be based on frequency use and continuous year-round use of the medium."

Merger: between J. R. Pershall Co. of Chicago and Reach, McClinton & Co. The agency will now be dubbed Reach, McClinton & Pershall.

Chief officers: J. R. Pershall becomes president and Charles Dallas Reach, chairman of the board.

Billings: With Pershall's 18 accounts at \$2 million, the total billings of the merged agency is \$20 million.

New headquarters: K&E opens its office in the Meadows Building, N. Central Expressway in Dallas this week. In charge: Alfred C. Gary . . . Sam Groden, Inc., to expanded quarters at 10 E. 52nd Street. New York . . .

Minuteman Johnny Bell, d.j. on KYW, Cleveland, is about to promote city's Pedestrian Safety Month—instead blocks traffic and is hauled to jail for violating safety rules







Reception committee: Red Benson, of WPEN, Philadelphia, and hostesses welcome first arrivals to WPEN Theater Party. Station took entire house for "Enrico," invited listeners and 10,134 requests poured in

Firemen to the rescue? No, it's simply models Lucy Sims (1) and Corinne Johnson parading the streets of Nashville in fire costumes reminding folks to watch debut of syndicated series Rescue 8 via WSM-TV Hays Advertising to 30 Elmwood Avenue in Burlington, Vt. . . . New Agency: Frank Barth Advertising, at 34 W. 46th Street, New York.

Agency appointments: Heineken's Holland Beer, Whitbread's English Pale Ale and Mackenson's English Stout-all distributed by Van Munching & Co., New York, to MacManus, John & Adams, Inc. . . . Gifts By Wire, Inc. to Grant Advertising's Miami office . . . The Lane Co. of Altavista, Va., to Doyle Dane Bernbach . . . The Tasti-Cup Coffee Corp. to Roy S. Durstine, Inc., New York . . . The United States National Bank. to Armstrong, Fenton & Vinson, Inc., San Diego . . . Gingiss Bros., Chicago, to Olian & Bronner, Inc., Chicago . . . The International School of Photography, to Wunderman, Ricotta & Kline, Inc. . . . F. H. Peavey & Co., Minneapolis, to John W. Forney, Inc., Minneapolis, for Russell-Miller Milling Co., a Peavey affiliate, Peavey Elevators, Peavey Feed Mills and Peavey Lumber Yards.

Advertising Council citation: to 17 agencies for their contribution to the

Quality
Negro
radio down
South

Buy
JACKSON

2-1014
JACKSON

2-1014
JACKSON

2-1014
JACKSON

2-1014
JACKSON

2-1014
JACKSON

3-1014
JACKSON

4-1014
JACKSON

3-1014
JACKSON

3-1014
JACKSON

4-1014
JACKSON

4

national welfare. Among the agencies awarded for public service campaigns: J. Walter Thompson; Campbell-Ewald; Foote, Cone & Belding; McCann-Erickson and Young & Rubicam.

The citations were made at the Council's annual Awards luncheon last week.

Also awarded: Ernest J. Hodges, v.p. of Guild, Bascom & Bonfigli, Inc., San Francisco, named the "Outstanding Young Advertising Man of the Year 1958" by the Association of Advertising Men & Women, Inc., of New York.

Anniversary: Joseph P. Braun, media director, v.p. and member of the board of directors at Kenyon & Eckhardt, Inc., honored at a luncheon marking his 25th year with the agency.

They were made v.p.'s: Don Tennant, v.p. in charge of tv film at Leo Burnett . . . Edward F. Blatz, v.p. at Compton . . . Deane Coords, v.p. of K&E . . . Lee Garfield, of Doner & Peck . . . Herb Zeltner, v.p. and assistant media director of Lennen & Newell . . . William McLaughlin and J. Richard Schmidt, v.p.'s of Farson, Huff & Northlich, Cincinnati . . . J. R. McCue, to senior executive v.p.; Roy Sandberg, executive v.p. and member of the board; Delmar Gurley, to v.p.; and F. W. Pain, general media director for the Racine and Chicago offices of Western Advertising Agency, Chicago.

Fred Nahas resigned as president of KXYZ, in Houston, to become a partner in the Kamin Advertising Agency, of Houston. The company will now be known as Kamin-Nahas-Blumberg, Inc.

More on personnel news: W. B. Wilbraham, director of merchandising for the Detroit office of Grant Advertising . . . Robert Anthony, marketing director for Rossi and Co., Detroit . . . Robert Meisner, director of program information, U. S. Broadcast Checking Corp. . . . Charles Hotchkiss, radio/tv account executive at Dancer-Fitzgerald-Sample . . . Richard Lander, assistant account executive, EWR&R, Philadelphia . . . Herbert Hobler, formerly v.p. in charge of sales at TelePrompter, in his own business as an independent sales specialist and consultant.

Personnel, continued: Richard Fishel, to sales promotion director in the Philadelphia office of EWR&R . . Robert Wright, Jr., named creative director at Hogan, Rose & Co., Knox ville . . . Jack Gillies, account execu tive at BBDO, Los Angeles . . . Jesse Lehman, account executive in the Chicago office of C&W . . . John Saunders and Robert Knapp, ac count executives at Campbell-Ewale . . . Julian Koenig, copy supervisor at Doyle Dane Bernbach . . . Dr. Hal bert Robinson, named research di rector at Honig-Cooper, Harrington & Miner, San Francisco.

#### **ASSOCIATIONS**

TvB concluded its fourth annual meeting for members yesterday (21 November) at the Waldorf Astoria in New York.

Highlighting the affair:

The premier of its new three-part film presentation *Plus Over Normal* which deals with the \$3.5 billion advertising account that no one has, and poses the question — Should retailers turn gray flannel?

Principal speaker: Carroll M. Shanks, president of the Prudential Insurance Co. of America.

0

National Tv Week, celebrated this past week, featured appearances by NAB representatives on network and local tv programs originating in New York and Washington.

Among the main speakers, Harold E. Fellows, president, told viewers that "tv has only one boss—the public," and "neither the government nor critics, appointed or self appointed should dictate."

SAG will hold a meeting this Tuesday (25 November) for its Southern California membership to discuss:

- The recent developments in the videotape situation and
- Proposals that SAG merge with AFTRA.

They received awards: Lee Bristol. chairman of the board of Bristol-Myers and Lewis Gruber, president of P. Lorillard, honored for outstanding contribution to American advertising

(Please turn to page 69)



## TAMPA - ST. PETERSBURG ... market on the move!

Aluminum rod coils into the air — guided and sped through processes that draw out wire for important, multiple nation-wide uses. General Cable Corporation is one more example of progressive industry on the move in the MARKET ON THE MOVE... TAMPA — ST. PETERSBURG... contributing to the amazing business growth that's put the Twin Cities of the South in THE TOP 30 MARKETS—now 30th in retail sales, 4th nationally in freight car unloadings, 27th in automotive sales.

And, keeping pace with this growth is the station on the move—WTVT—first in total share of audience\* with 30 and local shows, blankets and penetrates the MARKET-ON-THE-MOVE... TAMPA—ST. PETERSBURG.

\*Latest ARB

station on the move...

## WTVT.

TAMPA - ST. PETERSBURG



The WKY Television System, Inc.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City WSFA-TV Montgomery

Represented by the Katz Agency





by the Advertising, Publishing and Communications Divisions of the Federation of Jewish Philanthropies . . . Wallace R. Watkins, copywriter at Foote, Cone & Belding, Chicago, named Copywriter of the Year by the Chicago Copywriters Club at its second annual Spotlight dinner last week

#### FILM

A flurry of international activity last week underlined the increasing importance of out-of-country income to the film companies:

- A Ziv study revealed that international sales for September and October of this year were 40.2% ahead of comparable business last year.
- NTA closed with Revlon on *How* to Marry a Millionaire for major Canadian markets.
- Spence Caldwell Ltd. was in New York for confabs with Les Harris of CBS Films and John Mc-Millan of Associated Rediffusion of London — Caldwell's being Canadian reps for both these film companies.

Ziv's plunge into German-language production marks the emergence of that country as a major buyer of American films. The two shows to be dubbed are District Attorney and Tombstone Territory. Meanwhile, Spanish dubbing will start on Bat Masterson and on subsequent series of Highway Patrol and Sea Hunt.

Saturation of Australian and Japanese markets is also a new sales target. Ziv has 25 shows televised in Australia and 14 in Japan: new deals are for Bat Masterson, Mackenzie's Raiders, Rough Riders, West Point, Men of Annapolis, Favorite Story, Mr. District Attorney, I Led Three Lives, Corliss Archer and Eddie Cantor Comedy Theatre - all in Australia; and Bat Masterson, Highway Patrol and Sea Hunt in Japan . . . Manila in the Philippines signed for West Point, Men of Annapolis, Corliss Archer, Science Fiction Theatre, Boston Blackie, The Unexpected and others . . . Argentina purchased eight programs; Lima, Peru, three; and El Salvador, one.

More sales: MGM-TV's Passing Parade series signed by WDEF-TV, Chattanooga; KPRC-TV, Houston; WBNS-

TV, Columbus, and in Nashville by Hester Batteries. Also, *Our Gang* comedies to KPRC-TV, Houston; WDEF-TV, Chattanooga; and KFVS-TV, Cape Girardeau.

New programs: Official Films will distribute *Counter Thrust*, a new series to be made by Lynn-Romero Productions.

Licensing: CNP-NBC Merchandising reports retail sales of \$1½ million on The Price 1s Right game, made by Lowell Toy Co.

Promotions: KETV, Omaha, is using a six-foot scale model of the Snark missile in the station lobby to call attention to its Flight series. . . WHTN-TV, Huntington, W. Va., reproduced historic newspapers to premiere Machenzie's Raiders, sponsored by Canada Dry and Vietti Foods . . . NTA Film Network will hold a trade contest among 63 station promotion managers for Shirley Temple Film Festival, with vacations, furs and appliances as prizes.

Strictly personnel: NTA last week made appointments in three different areas: in administration, Burton I. Lippman was made company comptroller; in station sales, these four new account executives were named-Lawrence Gershman, John Fernandez, Marshall Karp and Peter Yamanto handle NTA outlets WNTA-TV and WNTA-AM & FM in New York plus KMSP-TV in Minneapolis-St. Paul; and finally, in its British operations, William Gilbert was appointed assistant to NTA-UK managing director Vernon Burns . . . Telestar Films has created posts for three v.p.'s, each heading up a new division in that firm's expanding sales force: John P. Rohrs will be v.p. in charge of the central division; vice presidents for the eastern and western division are expected to be elected shortly.

#### **RADIO STATIONS**

WPTR, Albany-Schenectady-Troy, opened the doors of its new studio to some 250 civic leaders, advertisers and agency-personnel and press last week.

The occasion: ceremonies dedicating

the remodeled studios and declaring its location as "WPTR Boulevard."

New plan for buying fm time: developed by FM Unlimited, Chicagobased fm representative, it gives agencies a chance to buy a package of a few fm stations in the same market or area with one order and with special "network" discounts. FMU selects stations with various program formats to reach a varied audience.

Not all radio is bought by numbers: The Good Music Stations seem to be doing well by just selling class audience, a la the fm stations.

The GM group now lists among its advertisers DuPont. Time, Canada Dry. TWA, Capitol Airlines. Mercury and General Cigar.

On the "brick-throwing" front: KDKA, Pittsburgh, packed in a capacity crowd of 3,800 in the city's Syria Mosque last week, climaxing its latest promotion for its Rege Cordic & Company morning show. Highlighting the affair was the selection of "Miss Brick Throw" and a three-hour variety show, which included a zany movie dubbed "Brick Throw and Mankind" written by and starring Cordic and his Company. (For further illustration, see PICTURE WRAP-UP,)

#### Other ideas at work:

- . KAKC, Tulsa, and the Pepsi-Cola Bottling Co. of Tulsa combined forces recently to stage a direct mail promotion for both the station and the bottling company. The mailing: empty Pepsi cartons to retail outlets in the area, telling of their saturation spot campaign via KAKC, resulting in empty Pepsi cartons throughout Tulsa. Company carried a 13-week campaign on the station, dubbed a "Spotacular."
- · Finding a needle in a havstack: This was the gist of a contest held to raise money for the United Fund. Wilson's Furniture Co. of Phoenix donated the money-and KPHO, the air time. The contest: Two teams from the Boy's Club of Phoenix scrambled through two huge stacks of hay to find two regular sewing needles. At stake: \$100 to the United Fund in the winning team's name; \$15 for the winning club's treasury; \$10 for the losing

team; and \$2 for the boy first finding the needle. KPHO was on hand to broadcast the activities.

- . WHK, Cleveland, is launching a Christmas campaign to help folks who are having trouble buying gifts because of coming automobile payments. The station, as a holiday gift, will pay some listener's car payment due for one
- · On the screwball side: Mort Crowley, of KWK, St. Louis, ended his marathon broadcast per doctor's orders after remaining on air for 51 hours. Listeners were asked to send in estimates of how long he could survive on air. Winner will receive more than \$500 worth of merchandise.
- · WCKR, Miami, is sending out Magic Race sheets to promote its daily airing at the races. The "magic" sheet. when lit with a cigarette, causes six horses to start racing.
- · Putting car thieves on the spot: WHB, Kansas City, began airing its new public service-Hot Car Report. It features information on stolen cars, and asks listeners to be on the prowl for them.

(Please turn to page 73)



"don't give me a page"
says HERB MARTIN



# "don't give me a page" says HERB MARTIN Southern Manager of SPONSOR

Smart trade advertising gives you a competitive edge for station or market, as surely as does smart selling or smart programing.

If you don't believe this, don't "give me a page." Save the dough. You'll need it when the competition zeroes in.

If you do believe this, don't "give me a page." Give me, instead, your confidence and careful consideration. Let's work together to analyze objectives and methods. Let's buy space as carefully as you buy equipment or film.

For most objectives, SPONSOR is basic. We cover, in addition to timebuyers, the remainder of the team that buys the time, and they're all important to you.

Ask me to prove it.

P.S. Did you know that spotson has a new first—the first job title breakdown of circulation in the broadcast field? We show exactly what our 12,000 subscribers do. Did you see the brand new SRDS survey of trade paper reading preferences? Ask 'em for it.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS IS

- . WCUE, Akron, has launched another campaign to help a needy family this Thanksgiving. Titled "Dimes and Dollars for Dave," the station is asking for some \$600 a family needs for medical bills.
- · A plug for d.j.'s: Don MacKinnon, of KIOA, Des Moines, decided to take a city-wide d.j. popularity poll. He asked listeners to phone in their favorite man, and within five hours the station was swamped with 2,796
- . WTMT. Louisville, ran a safecracking contest, complete with repeated clues to the combination, and \$1,700 to the one who cracked it. The winner: Earl Stark, and assistant manager of the Lincoln Bank and Trust Co.

Station purchases: WKIX AM & FM, Raleigh, N. C., by the WKIX Broadcasting Co. . . . WRNB, New Bern, N. C., to William W. Jefferay.

Thisa and Data: On the editorializing front: KCBS, San Francisco, aired its first editorial during election week, re a state proposition, marking it as the first network station in the area to editorialize . . . WINS, New York, sells a half-hour of horror; to Martinson's Coffee, for its Sunday midnight reading of horror stories . . . To promote international understanding, KTUL, Tulsa, sent an invitation, via a phone call to the director of Moscow radio. to a Russian family to spend the holidays in the U.S.A.

Kudos: WAVZ, New Haven, presented with its fourth consecutive national safety award from the New Haven Safety Council . . . KONO, San Antonio, two awards for news coverage from the Texas Associated Press Broadcasters Association . . . William Kaland, national program manager of the Westinghouse Broadcasting Co., cited by the American Medical Women's Association for "distinguished service to the medical profession and the American public."

Anniversaries: To celebrate its first year, WYDE, Birmingham, delivered hula hoops to advertisers saying "round WYDE business is rolling" . . . WMIK, Middlesboro, Ky., is using the theme of "Leadership" for observing its 10th year . . . George Reynolds, v.p. and technical director at WSM, Nashville, celebrating his 30th year at





## **Mary Jo Tierney**

"FOR WOMEN ONLY" 10 to 11 A. M. Daily

Lively Mary Jo Tierney keeps "For Women Only" bubbling from phone calls to persuasive, conversational sales talks. When she recommends a product, it's a friend speaking-and women listen-and buy.

Available in minutes and quarter hour segments.

new as tomorrow

MINNEAPOLIS WTCN RADIO

Represented nationally by the Katz Agency.



### It's this easy

to get programs and sponsors together, anytime

When television programs and commercials are recorded on Videotape®, they can be scheduled to run in almost any combination and at any time. Stations can dovetail schedules for local, network and special events quickly and easily. "Live" spots can be run at any availability. And both can be timed to reach pre-selected audiences.

And with Videotape, stations can plan more "local live" programs...increase the number of "local live" commercials...build up station income.

But this is just part of the story. Let us tell you how completely the Ampex VR-1000 Videotape Recorder is changing the face of television. Write today.

CONVERTS TO COLOR ANYTIME + LIVE QUALITY + IMMEDIATE PLAYBACK + PRACTICAL EDITING + TAPES INTERCHANGEABLE + TAPES ERASABLE, REUSABLE + LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities



PIN AMPEC COPP

the station with membership in the National Life and Accident Insurance Co.'s 30-year club.

Station staffers: William Z. Rozan, appointed general manager of KXYZ, Houston . . . Parke Blanton, to program director, WBNS, Columbus, Ohio

. . Paul Dawson, program manager, WKJG, Ft. Wayne . . . Lincoln Hilbert, merchandising manager, WLW & WLW-TV, Cincinnati . . . Steve Marko, program director, WMET, Miami . . . Donald MacLachlan, general manager of KIKK, Bakersfield . . . Jim Randolph, program director, KGFJ, Hollywood . . . Thomas Mager, merchandising manager, WABC, New York . . . Joan Heverin, salespromotion manager and Barton Fellows, account executive, WMCA, New York . . . William Valenteen, to the sales staff at WNAR, Norristown . . . Franklin Hobbs, named promotion director of WISK, Minneapolis.

More on station staffer: Bill Bengston, promoted to business manager, KSO, Des Moines . . Alan Baer, named local sales manager, WWOL, Buffalo . . Christopher Drake, to the sales staff at WILD, Boston . . . Robert Paris, to the local sales staff, WIBC, Indianapolis . . . Dick Paul, promotion director, WBRE-AM-TV, Wilkes-Barre . . . Tom Hawkins, public relations director, KGFJ, Hollywood . . . Sam Serota, public service director, WPEN, Philadelphia . . . Bruce Parker, merchandising director, KSON, San Diego . . . . Alan Herbert, to the staff of WHIO, Dayton.

#### REPRESENTATIVES

Westinghouse Broadcasting Co. will switch its national sales representation for six of its radio stations to AM Radio Sales Corp., effective 1 July, 1959.

In announcing the choice of reps, WBC's Don McGannon said:

"After four months of study, this decision has been made because AM Radio Sales embodies so many of the desirable characteristics and capacities that we feel are necessary in future representation."

Officers of the rep firm include Ralph Atlass, president, and Wilmot H. Losee, general manager. The rep company is partially owned by WBC.

CBS TV Spot Sales has set up its own client relations department.

Reason, according to Bruce Bryant, general manager: "to give clients additional service and to expose them to the facts about spot ty."

Officers of the new department: Lamont L. Thompson, director and Sherman Adler, head of the Midwest office of the client relations department. Blair-TV has been offering a Test Market Plan to advertisers interested in testing the effectiveness of their advertising.

It's a market research service, conducted by Pulse, consisting of 500 personal in-home interviews, before and after the ad campaign.

Right now, the rep firm is circulating a brochure highlighting some of these surveys conducted during the past

Personnel changes at Avery-Knodel: Thomas White, named acting director of tv sales; Philip Waterman, to the tv sales staff; Thomas Morris to the sales promotion writing staff; William McKee, to sales development; and Robert Horwitz, to the sales staff.

A-K was also appointed national reps for WKBW-TV, Buffalo.

More personnel news: Willis Ingersoll and Edward Forester, to the
New York tv sales staff of the Katz
Agency . . . Charles Trainor, named
manager of Adam Young's Atlanta office . . . Jim Alspaugh, transferred
to New York as v.p. in charge of radio
for H-R Reps, Inc. Also, Hal Chase,
promoted to manager of H-R's San
Francisco office and James Cravagan,
to the radio sales staff in San Francisco.

#### TV STATIONS

Spot tv expenditures for the third quarter, 1958, represents the highest third quarter in spot tv history, according to the latest TvB-N. C. Rorabaugh report.

The figure, \$113,184,000 represents a 21.6% increase over the same period last year.

The breakdown of the \$113 million

## 10,000 miles away but I'm sold "live"



#### Captain Fortune KPIX Television (Westinghouse)

"We Videotaped\* my programs before I left for a 3-week assignment in Brussels. I went on looking 'live' on an uninterrupted schedule in San Francisco. My clients were happy— and there was no loss in station revenue."



\*TM Ampex Corporation

## the only Buffalo Station

that can pass the

"Thruway
Test"



COMING EAST to the New York State Thruway, you pick up WGR RADIO loud and clear, way out in Ohio.

GOING WEST on the Thruway, you pick up WGR RADIO loud and clear, just past Syracuse.

IF YOU WANT maximum coverage in the \$4 billion Western New York market (plus big bonus audience in Canada and on the Thruway) buy WGR RADIO. 1,000,000 homes... 1,000,000 cars.

ABC Affiliate. Represented by Peters, Griffin, Woodward, Inc.

## WGR RADIO

**BUFFALO'S FIRST STATION** 

T SYMBOL OF SERVICE

A TRANSCONTINENT STATION

WROC-TV, Rochester • WGR RADIO, WGR-TV,

Buffalo • WSVA RADIO, WSVA-TV, HARTISONTON,

as to type of spots used and money spent on each:

\*Includes participations

Tv to be sold on tv: TvB has put out an on-the-air industry promotion campaign for its member stations via specially created animated 10- and 20second tv spots.

Under the overall theme of "People Are Sold on Tv" the spots started during National Tv Week, and will be continued on a year-round basis.

Agency for the campaign: The Wexton Co.

Ideas at work:

 Name the network, win an oil well: KAKE-TV, Wichita, is holding a contest for agency personnel. Purpose: to find a name for the three-station Kansas network (which also includes KTVC, Dodge City, and KAYS-TV, Hays). Prize: a share in a producing oil lease, which could amount to \$10,000 or sell the lease at \$5,000.
 Contest closes 12 December.

 When WCKT-TV, Miami, gets a new sponsor, the station's promotion department goes all out to give the client an inside look at the men and the methods behind the programs they buy. Recent case in point: the red carpet extended to the Miami Shell Oil Dealers, sponsors of the 11:00 p.m. news. Some 60 dealers got an inside view of the station, the program plus a presentation of a poetic tribute.

• WOODTV, Grand Rapids, begins its fourth annual Toys For Tots Telethon tonight (22 Nov.). The 14-hour simulcast has as its goal 100,000 new and used toys to be distributed during Christmas to underprivileged children.

The talent department of KRTK-TV, Houston, staged an old-time stage robbery in front of the station's studios last week. The group, sidekicks of Kitirik's Party, held up an authentic stage coach and took the "loot" which turned out to contain a loaf of Rainho Bread (permanent sponsors of the show). The entire fasco was televised.

 WPIX, in New York, is distributing a presentation book dubbed "New Image" — au independent tv station promotion highlighting its fall line-up, at a cost of about \$20,000.

Programing notes: WCPO-TV, Cincinati, began a new show in the line of the "battle of the sexes"—only this time, their purpose is to advise others. Called *Iim and Ioan Advise*, these silhouette figures answer viewers personal problems, both from the masculine and feminine point of view... WSAZ-TV, Charleston-Huntington, joins the editorializing contingent: The station will now air its view via a regular opinion feature on Sundays.

Station purchase: WHCT, the CBS o
\$0 in Hartford, to Edward Taddei for \$250,000 . . . Identification change: WSTV-TV in Steubenville now to be noted as Steubenville-Wheeling.

Thisa and Data: WCIA, Champaign, Ill., has issued a booklet about ID's, dubbed "What's The Idea." It presents several examples of good ID's sticking to a single idea, and not cramming in too many facts . . . Public service: KDKA-TV, Pittsburgh, presented, last week, its second national public service documentary for the U.S. Public Health Service. Topic: Smoke and Air Pollution. A kine of the program was also shown at the National Conference on Air Pollution in Washington.

More personnel news: George Carroll, named station manager of WNBF-AM-FM-TV. Binghampton . . . Gordon Hellman, to director of sales development of Transcontinent Tv Corp. . . . . George Lenfest, director of operations for WRCV & WRCV-TV. Philadalphia. Loc Patrick, to the souts

adelphia... Joe Patrick, to the sports department at KMTV, Omaha... Lloyd Graffhas and Gordon Fountain, to the staff of KTIV, Sioux City... Barry Nemeoff, named to nesse editor at WCAU-TV, Philadelphia... Robert Beall, to the sales staff of WTRF-TV, Wheeling.



delivers both -

### YOU NEED TWO GUNS in Indiana!



Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets-Fort Wayne and South Bend - Elkhart - with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homes a bigger target than T.A.'s 43rd market!\* Over 1,688,000 total population-more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly \$3 Billionand it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.

call your **H-R** man now!















## Problem Solved by a Timebuyer



Joe's problem was spot costper-thousand. Too high, said the client.



Competitive markets made saturation tough, ratings low.



Take a look, said Blair TV Associates, at the WCTV market. He looked and pondered.



Joe found 110,580 homes, largely unduplicated, (NCS #3)



. . . and married the client's daughter and lived wealthily ever after.

Tallahassee Thomasville for North Fla. and South Ga. John H. Phipps Broadcasting Stations

#### ANA

(Cont'd from page 33)

Y&R copy department.

Among his suggestions for encouraging greater creativity were these: simplify your copy policies, or platforms. Don't overburden them with detail. Watch the way you use research. Don't let research put hurdles in the way of advertising effectiveness. "Products would sell better if clients and contact men would realize one simple fact. Winning customers is a romantic, not a logistic situation."

Brockway emphasized that one "highly important client function" is to provide inspiration, and urged that advertisers encourage creative people "to be different, to throw off inhibitions, and to leave the sacred cows unmilked." He said "don't just ask for creative work, insist on it. Demand originality. Then respect it. When you get a really fresh idea, love it, cherish it. Treat it cautiously, tenderly, for the delicate thing all new ideas start out being. Beware of destroying originality."

Advertisers have a right to expect original, creative advertising, said Brockway, "That's most of what our business has to sell. If you don't get it—change agencies."

His speech, which was illustrated with slides and film clips showing Sanka, Birdseye, Bufferin, and Johnson & Johnson print ads and commercials, produced more requests for copies than any at the convention.

Similarly, Ebel at the completion of the "creativity" session, was beseiged by fellow advertisers who wanted to borrow the General Foods film for showing at their own meetings. Ebel's first reaction was that it wasn't possible because of the number of releases involved (the film reproduced commercials, jingles, and tv spots by many different advertisers for strictly "limited showing.") However, SPONSOR knows for a fact that both Don Cady, marketing v.p. of Nestle, and Don Frost, advertising v.p. at Bristol Myers, are still plotting to get "What Goes On in a Woman's Mind."

Veteran ANA members, commenting on the greatly heightened interest in creativity at this year's meeting, pointed out that previous ANA conventions have generally emphasized unarketing, research, merchandising, or the financial and business relationships between advertisers, agencies and media. Last year in Atlantic City, for example, the controversial Frey Report on agency compensation was the most talked of subject on the agenda. This year, though the convention heard a speech by J. D. Banforth, Chairman of the 4As and exec. v.p. of BBDO on agency profits, and agency commissions, even this was tinged with references to the creative problem.

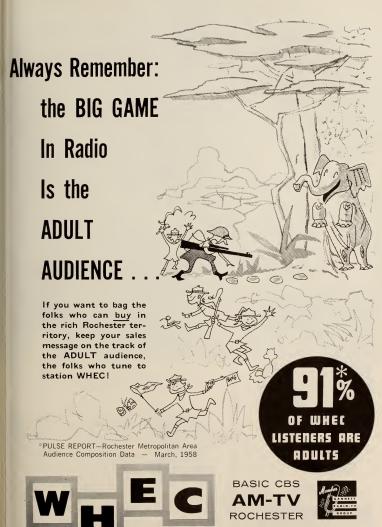
According to Danforth, "The kind of people needed in our business are going to be harder and harder to find. There are few enough of them to begin with, and the competition for them is growing greater every year, as their talents are more eagerly sought by industry, science, government service."

Other, and perhaps even more significant reasons for the spot-lighted attention on creativeness advanced by ANA speakers included the certainty of continued and rising inflation (predicted by Dean Lawrence L. Lockley, School of Commerce, University of Southern California) and the need for advertising to work harder in an inflationary period, and to break down consumer lethargy, particularly about durable goods.

Mentioned also, in informal talks with STONSOR by such men as Harry Schroeter, adv. director, National Biscuit, and Frank Gorman, adv. director, Nehi, were the high overall costs of tv and the need for more creative efficiency in the use of the medium, and more penetrating copy approaches.

Melvin S. Hattwick, adv. director. Continental Oil, even dealt with the problem in reverse. Speaking on "How to Fail Successfully," he detailed a Continental test campaign which flopped miserably, despite careful planning, media buying, merchaudising, research, and promotion. The reason: a wholly inadequate copy theme. Hatwick's comment, "But were we down hearted? You're damn right we were."

In all fairness, it should be said that SPONSOR did meet some old line research, media, and marketing men, who maintained their traditional resentments against the seeming glorification of the "creative man," or the implied suggestion that they, in their own work were not "creative." But such critics Inone of whom were willing to be quoted) were in the minority. The keynote of ANA's 49th Fall Meeting was creativity. And it is creative problems that are claiming the attention of America's top advertisers.



number

in ratings in coverage in results

the NATURAL st BUY

in South Carolina



COLUMBIA, SOUTH CAROLINA

G. Richard Shafto, Exec. Vice President Charles A. Batson, Managing Director

Represented nationally by--Peters, Griffin, Woodward, Inc



HOUSTON'S FAMILY STATION!

KTRK-TV, channel 13



## Tv and radio NEWSMAKERS



Donald J. Trageser has been appointed assistant general manager of KDKA AM & FM, Pittsburgh. He will also continue in his present position as sales manager, a post he has held at the station since 1956. At 30 years of age, Trageser is already a veteran of 12 years' experience in radio. Beginning while a student in high school, he continued his work in the medium by

selling time and creating, writing and producing programs while attending Duquesne University and the University of Pittsburgh. In 1952, he joined KDKA as account executive. During this time he was recipient of several awards, including RAB's best salesman trophy and Westinghouse Broadcasting Co.'s leading salesman award.Trageser is a member of the Variety Club and the Pitts, Radio/Tv Club.

William L. Armstrong has been named assistant to the v.p. of the Balaban stations. He has been with the Storz stations since 1954, originally as announcer at KOWH, Omaha. Shortly thereafter, he was transferred to WTIX, New Orleans, to serve as d.j., later as promotion director, after which he became program director of the station. Armstrong was transferred again,



this time to WDGY, Minneapolis, where he was named account executive. In 1957, he was promoted to program director of that Storzowned station, a position he has held until now. Prior to 1954, Armstrong had served as newscaster and writer at KLMS, Lincoln, KWBE, Beatrice: KFGT, Fremont; and KCNI, Broken Bow—all Nebraska. He will headquarter at Balaban's WIL, St. Louis.



Hal Davis has been elected to the post of assistant to the president of Grey Advertising. He has been associated with the company since January 1957. Davis came to Grey after serving with Kenyon & Eckhart for 11 years as v.p. in charge of promotion. Before joining Grey he took seven weeks leave to manage Benny Goodman on a state department goodwill tour in the Far East.

He wasn't a stranger to the Far East, having produced 10 tv shows in Siam, a network tv show in Japan, as well as radio shows in seven other countries. Prior to his travels, Davis was in the publicity business with Leslie Lieber, handling a shoe chain, Florida oranges. Decca records and Benny Goodman. With the war, the office closed and Davis spent 40 mouths in the Navy. He now resides in Manhasset.

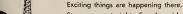
#### KANSAS CITY AT NIGHT

night. It's booming.

Photo: Randazzo and Morrison



### C'mon downtown, in Kansas City



Stores open at night. Free bus rides. Free parking when you shop. Two for the price of one at the movies.

It's all the work of the Kansas City Downtown Commission. They're creating a commercial renaissance for themselves along Main, Grand and Walnut. Everyone, to borrow the slogan, is coming on downtown.

And when they do, KCMO-TV can help make sure they're in a buying frame of mind, so far as you're concerned. For more people watch KCMO-TV (according to ARB and Nielsen) than any other station.

It's not so hard to understand why. KCMO-TV means Kansas City, Missouri. And KCMO-TV broadcasts at maximum power from the world's tallest self-supported tower.

Kansas City MO-TV

Joe Hartenbower, General Manager Sid Tremble, Commercial Manager

SYRACUSE PHOEMIX

WHEN **KPHO** 

WHEN-TV WOW-TV

The Katz Agency The Katz Agency The Katz Agency John Blair & Co. — Blair-TV John Blair & Co. Represented Nationally by Katz Agency.

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

HANNEL 5



## **SPONSOR** SPEAKS

#### What the swing to creativity means

Last week, at the ANA meeting at Hot Springs (see page 31) SPONSOR saw unmistakable evidence of a change in thinking on the part of America's leading advertisers.

The talk at The Homestead, both in formal speeches, and in corridor conversations, focused on the subject of creativity, and on the need for developing more of it in all branches of advertising, especially tv and radio.

It is certainly possible to be "creative" in many kinds of advertising works-media buying, merchandising, account management, marketing planning, and radio tv programing.

But the ANA members at Hot Springs were using the term in a much more limited sense. They were referring specifically to the so-called "creative functions" of an agency-the preparation of broadcast commercials, print advertisements.

The current swing to creativity means, primarily, a greatly increased attention to the actual advertising messages that are used in tv, radio, magazine and newspaper campaigns.

#### Making the broadcast media work harder

Many advertisers, facing stern competition and rising media costs, are concluding that their greatest opportunity lies in making each medium "work harder" through the use of more appealing, more persuasive copy.

It is a known advertising fact that copy differences can account for differences in sales power of as much as 1,000°c. Hence it is not surprising that there is a steadily mounting pressure for more efficient copy approaches and treatments.

This pressure will make itself increasingly felt in both branches of broadcasting. In radio, the need for new and fresh treatments constitutes a major challenge to the medium. In tv, only greatly increased commercial efficiency can offset tv's high "over-all cost."

We suggest that all members of the broadcasting industry pay particular attention to this significant "swing to creativity" now evident among advertising's top executives.



THIS WE FIGHT FOR: A constant search for better, more efficient methods of radio/tv selling. The broadcast media are hundreds of years younger than print. We have barely scratched the surface of their sales potentialities.

#### 10-SECOND SPOTS

Grounded: Ketchum, McLeod & Grove's Ed Reynolds sent us this ad from the "For Sale" columns of Media Agency's Clients, a Los Angeles publication. It began: "MUST SELL '57 Corvette. Wife pregnant, can't fit in car . . ."

Beauty stop: Just before the five o'clock rush the other evening in NBCowned WRCV-TV, Philadelphia, one of the automatic elevators got stuck between floors. Building maintenance man Harry Border tried in vain to start it, finally called the car on the elevator telephone. "Hello," said a girl's voice. "Push the red button," Harry advised, "and that'll get you started," "We're not ready yet," said the girl, "You see we're a couple of models here to do a ty commercial and needed a dressing room.

New saws: Phelps Mfg. Co., creators of point-of-purchase displays and merchandising programs, is promoting a Let's Have Better Mottoes Association. From its collection:

"The last thing I want is money-also the first.

"We are always prompt, no matter how long it takes. "What are you going to do wrong

today? "A friend in need is a pest. Get rid of

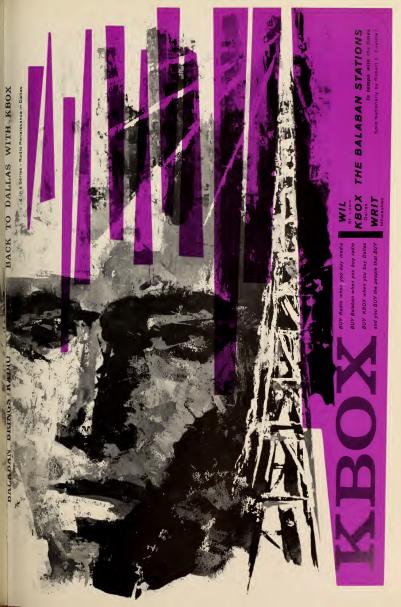
him.

Ad: From N. Y. Times "Personals"-WANT YOUR OWN BUSINESS? Have idea but not the money? Write about self. Appear on TV show. Z2877 Times. And win a network?

Namesake: A d.j. on KYA, Bartell station in San Francisco, ended an announcement of an audience promotion called Family Feature with the words. "So remember, if your name is read. call KYA within five minutes and you'll win a valuable prize." A moment later, the phone rang. "You called me?" asked a man's voice. "What do you mean?" asked the puzzled d.j. The voice replied, "Well, this is 'Red' Jackson and you just said if your name is 'Red' to call KYA.'

See fee: Pay to has been with us for years; it's called the "installment plan."-Charles V. Mathis.

Adman asks: "Why do I blame fate for what goes wrong at the agency, yet take credit for a hole in one?"





# The only morning sound with more listeners than DON MCNEILL'S BREAKFAST CLUB-

network radio's number one morning show!

Wide-awake advertisers are discovering some eye-opening facts about morning radio — and ABC: Nielsen shows that Don McNeill's Breakfast Club (9 to 10 A.M., Monday through Friday, all time zones) is network radio's highest-rated morning show.\*

The Breakfast Club's rating is 27% higher than the second-place show.

The Breakfast Club is currently delivering an audience of over 2 million listeners per average minute.

What's behind this success? A review in the October 29 issue of Variety was full of clues like "... inspired broadcasting ... wholesome show ... old-fashioned in the warmest sense ... Don McNeill's personal sell on the soft pedal is, in fact, a human kindness."

Call it whatever you like, Don McNeill has won an army of loyal followers who have helped make him radio's top selling force. And his Breakfast Club is a good example of how the ABC Radio Network delivers prime audiences for its advertisers.

Why not find out how you can take advantage of ABC's flexibility, its proved packages, its strategically located affiliates and its "live-wire" merchandising—all of which are designed to meet your particular selling needs. Call us about it today.

#### **ABC RADIO NETWORK**

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE





WBAY GREEN BAY

#### HOW FORTUNE TIPS OFF NEW ANTI-TV LINE

Its current issue tags tv as "light that failed." But sponsor analysis reveals criticism follows same general lines print media will use to hold advertising revenues

Page 33

RAB's \$2.5 million stockpile of radio research

Page 40

Bartell cuts through the redtape from home

Page 42

Network tv's latest time. talent cost Page 45

DIGEST ON PAGE 2

#### What Do You Hear From Kansas City?

It's probably the clean, exciting new sound from Signal Hill...
WDAF radio...a perfect blend of melody to live by, minuteshort slices of life and thoughtful, penetrating news.

This combination does indeed bring a new sound to belabored ears in our huge six-state territory. It's the kind of sound you'd develop if you owned the station . . . not too high and mighty . . . not devoted to any fad, whether it's gavotte or gutbucket . . . just timely, informative and entertaining.

You ought to sample our new sound for your product. The Christal Company men have tapes of any time segment you'd like to hear. Write, wire or phone if you'd like an audition sample.



**For Action** 86% of CBS Lowest Commercial Cost **Time** is ordered on WTHI-TV TERRE HAUTE INDIANA Channel \*Basis: 1958 Fall Schedule Bolling Co., New York · Chicago · Dallas · Los Angeles · San Francisco · Boston

#### DIGEST OF ARTICLES

#### Fortune calls tv "light that failed"

33 Article in December issue foresees gloom and doom future for industry. Print publishers are using new "hearty line" to fight television

#### Parti-Day completes "operation pipeline"

36 First month of 26-week test for Parti-Day Toppings shows power of day tv to build retail distribution, 2,030 cases shipped to trade

#### Station reverses itself: now it won't take liquor ads

38 WOMT, Manitowoc, Wis., announces reversal publicly, Station had quit NAB after organization's president took firm stand on no liquor plugs

#### Follow-the-leader fads reach air media

38 Hula hoops, tail fins and button-down collars are only visible manifestations of our "follow-the-leader" life which even affects timebuying

#### How RAB makes research easier for the timebuver

40 This organization, whose primary aim is to increase ad volume, also makes \$2.5 million worth of research available to media buyers, planners

#### How to run an empire away from Madison Ave.

42 Jerry Bartell runs his six-station radio chain from his home in Madison, Wisconsin and with one on-the-scenes helper. What does it take to do it?

#### Builder loves radio's Sunday evening punch

44 San Francisco homebuilder beams local and traffic news at homebound weekend motorists, picks up family nighttime audience, sets sales record

#### What network television viewers are watching

45 This month's Comparagraph includes a comparison of Nielsen's second October report, 1958 with the similar period, 1957: quiz shows dive

#### SPONSOR ASKS: What are the prime considerations in using a star in a commercial?

56 With advertisers capitalizing more on stars in commercials, ad men discuss factors to be considered in preparing this type announcement

#### **FEATURES**

- 61 Film-Scope
- 10 49th and Madison
- 66 News & Idea Wrap-Up
- 6 Newsmaker of the Week
- 66 Picture Wrap-Up
- 26 Sponsor Backstage
- 64 Sponsor Hears
- 17 Sponsor-Scope

- 80 Sponsor Speaks
- 58 Spot Buys
- 80 Ten-Second Spots
- 25 Timebuyers at Work
- 78 Tv and Radio Newsmakers
- 54 Ty Results
- 63 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Rarnard Platt

#### EDITORIAL DEPARTMENT

**Executive Editor** John E. McMillin

News Editor

Ben Bodec

Special Projects Editor Alfred J. Jaffe

Senior Editor W. F. Miksch

Associate Editor Pete Rankin

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles) Mariorie Ann Thomas

Film Editor Heyward Ehrlich

Assistant Editors Jack Lindrup

Gloria Florowitz Contributing Editor

Joe Cside Art Editor

Maury Kurtz Production Editor

Florence B. Hamsher

**Editorial Assistant** Vikki Viskniskki

Readers' Service Barbara Wiggins

#### ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager

Herb Martin

Midwest Manager

Roy Meachum

**Production Manager** 

Jane E. Perry Sandra Lee Oncay, Asst.

PROMOTION DEPARTMENT

Jane Pinkerton, Manager Lalitha Nayagam

CIRCULATION DEPARTMENT

Seymour Weber Harry B. Fleischman

#### ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bowers George Becker Laura Datre Priscilla Hoffman Jessie Ritter

Member of Business Publications Audit of Circulations Inc.

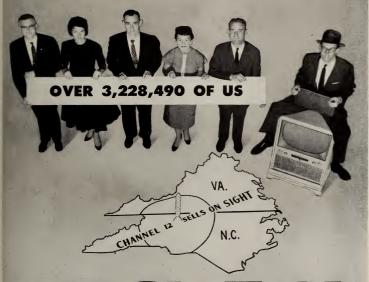
BEA

SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC.
combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th 52:
49th 6. Maclion MW, verf. 17, N. Y. Tolse,
49th 6. Maclion MW, verf. 17, N. Y. Tolse,
612 N. Michigan Ave. Phene: SUperior, 7:386.
612 N. Michigan Ave. Phene: SUperior, 7:386.
612 N. Michigan Ave. Phene: SUperior, 7:386.
717 Planning Office: 100 Hin Ave. Similarior Planning Office: 100 Hin Ave.
718 Planning Office: 100 Hin Ave.

©1958 Sponsor Publications Inc.

Your salesman on sight to more than 3 million people in THE SOUTHEAST'S BIGGEST, RICH MARKET



# WINSTON-SALEM

Put your salesman where he can reach the largest number of potential customers, the 3 million plus people with over 4 billion dollars to spend who live in the 75 county WSJS market.



Winston-Salem Greensboro High Point

Call Headley-Reed

Streaking into first run syndication with jet-like force, CBS Films' breathtakingly dramatic visual history of the air age...

### AIR POWER

documents for the first time the wonder and the excitement of man's conquest of the sky...in the most startling aerial photography ever seen on home screens. Shown on the CBS Television Network...

### AIR POWER

achieved a direct hit for The Prudential Insurance Company of America, with an audience share of 38.4, averaging first in its time period throughout the season. Two years in the making, epic in scope...

### **AIR POWER**

is produced by famed CBS News, with an original musical score by the Pulitzer Prize-winning composer Norman Dello Joio and narration by Walter Cronkite. For 26 fast-moving half-hours, contact...

### CBS FILMS

(\*\*) "... the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis,
San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.

FORDE

AIR FORCE

### TV SUCCESS STORY

#### PEPSI-COLA BOTTLING COMPANY

It's always nice to be able to offer a sincere compliment to an advertising medium that has contributed so greatly to the success of Pepsi-Cola in this wonder/ul market area.

Ever since the inception of our spot advertising campaign on WMAR.TV, Sunpapers' Television, our fine Pepsi-Cola product has enjoyed a more vigorous customer demand in the Maryland area.

Your staff has been very cooperative at all times and we feel that this wonderful spirit of team-work has enhanced our present sales promotion efforts on behalf of Pepsi-Cola.

A. LAPIDES President

### WMAR-TV

Channel 2, Baltimore

Sunpapers' Television
"MARYLAND'S PIONEER
TELEVISION STATION"

#### AMERICAN RESEARCH BUREAU (ARB)

The October, 1958, ARB shows WMAR-TV leading with 35.8% share of audience—six out of the top ten programs in the Boltimore orea are an Channel 2.

#### NIELSEN: (SEPT. 7-OCT. 4, 1958)

Again WMAR-TV reached more homes than any other Boltimare station (aggregate total of 1/4 hours 7 A.M. to Midnight, Sunday through Saturday). Seven aut of the top ten programs are on Channel 2.

Contact Your KATZ Rep. Now!

WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION, BALTIMORE, MD.



# NEWSMAKER of the week

P. Lorillard's top management group, originally sired by Lewis Gruber when he moved into the presidency two years ago, is now taking over broader administrative responsibilities. Heading this group is Harold F. Temple, who was vice president in charge of sales and will be the new president.

The newsmaker: Harold F. Temple takes over the presidency of a company heavy in air media. It participates in five network to shows and is a heavy user of spot try, too. While Temple is not an advertising man (he came up through sales and showed a strong flair for administration), he's been involved in every important Lorillard marketing move in recent years.

His appointment as president, effective 1 January, was announced along with a series of top echelon management promotions. Replacing him as sales chief is Manuel Yellen, who is vice president and director of advertising. Youngish Tom Tausig, assistant director of

advertising, moves into Yellen's boots, but without the stripes Other promotions: George A. Hoffman, director of manufacturing, has been made a vice president; Morgan J. Cramer, director of export and government operations will become a member of the board on 1 December.

This team was hand-picked by Gruber when he took over the reins of Lorillard in 1956 and was by his side while Kent filters led the firm to new heights in sales and profits. Though replaced by Tem-



Harold F. Temple

proms. Inough replaced by Felin ple as president, Gruber has by no means been kicked upstairs. He remains chief executive officer of the company in title and fact.

The promotions could well be described as a reward for a job well done. Kent's rise has been nothing short of amazing. Trade sources put sales for the first half of the year at 16 billion and it is estimated the cigarette is now selling at the annual rate of about 40 billion. The '57 figure was about 15 billion and the '56 figure 3.4 billion.

The Reader's Digest article publicizing the low tar and nicotine content of Kent did no harm and neither did tv, which accounts for most of the ad budget. Of Lorillard's five network shows, two are used for Kent. Spot tv expenditures have been rising. Third quarter gross time spending for all brands has hit a peak of \$2.3 million, according to TvB figures.

Temple attains the presidency of Lorillard after a 30-year career with the company covering every key sales post and a few others beside, including director of brand development and director of export. He will be 50 on 6 January.

# NEWSMAKER STATION of the WEEK WCOL, Columbus appoints EASTMAN

# WCOL

THE ONLY 24 HOUR STATION IN THE CAPITAL CITY OF THE BUCKEYE STATE





robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue New York 22, N. Y. PLaza 9-7760

333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg San Francisco, Cal. YUkon 2-9760





# By the dawn's early light...

On January 27, 1958, in a grim postscript to Sputnik, President Eisenhower said: "National security requires that prompt action be taken to improve and expand the teaching of science..." Only one high school student in four was studying physics, only one in three taking chemistry. Since 1950, the number of qualified high school science teachers had dropped an alarming 53%.

On October 6, 1958, the National Broadcasting Company, in partnership with leading American educational and industrial organizations\*, undertook prompt action by launching the world's largest class. The subject: Atomic Age Physics. Telecast five times weekly from 6:30-7:00 a.m., NBC's Continental Classroom exposed a priceless national asset—the knowledge and teaching skill of eminent physicist Harvey E. White—to teachers and students throughout America. And strange things began to happen...

As dawn broke over America, television sets flicked on in homes, in fraternity lounges, in high school and college classrooms, in dormitories, in engineering laboratories. In rapid sequence, 144 stations cleared time for the course; 243 colleges and universities offered full academic credit; 27,000 students mailed in 50 cents each for a syllabus; an estimated 270,000 Americans began sitting in with Dr. White and his students on their home sets.

Dr. James R. Killian, Jr., White House scientific advisor, considers Continental Classroom "truly a bold educational experiment in the nation's interest." How far can it go, in one two-semester stroke, toward erasing the most perilous educational lag this nation faces? No one is certain. But the only television network ever to use its commercial facilities to create a national classroom is certain that it is worth finding out.

#### NBC TELEVISION NETWORK

\*THE AMERICAN ASSOCIATION OF COLLEGES FOR TEACHER EDUCATION - BELLTELEPHONE SYSTEM. THE FORD FOUNDATION - THE FUND FOR THE ADVANCEMENT OF EDUCATION GENERAL FOODS FUND - INTERNATIONAL BUSINESS MACHINES - RTTSBURGH PLATE GLASS FOUNDATION. - STANDARD OIL COMPANY OF CALIFORNIA. - UNITED STATES STEEL



#### INVEST

#### Your Money Where The Payoff Is Best!

KJEO-TV serving the billion dollar rich Fresno and San Joaquin Valley now offers you choice program time segments and excellent 10, 20 and 60 second spots that not only give you low cost per thousand but will give your clients INCREASES IN SALES! Call your H-R man NOW for the HOTTEST avails.



### 49th au Madison

#### "The Eggheads and Us"

Your "Commercial Commentary" entitled "The Eggheads and Us" (8 November) is a remarkable admission of the emptiness and farce of the advertising business. In this day and age, anyone who is afraid of having his work analyzed or attempted to be understood by a scientific mind; anybody who would have the stupidity of concluding blindly that a social scientist can not understand his field of endeavor; anybody that even suggests reverting to the Bible—not for faith but to explain; anybody who does this is just admitting his own deceit.

Leonard Cole Paramount Baking Corp. Roxbury, Mass.

#### Farm programing

Radio KRNY read with great interest the 25 October issue of \$PONSOR—the section concerned with farm radio, and in particular the comments concerning "music and news stations" in a rural market.

KRNY, at Kearney, Nebraska. situated in a rural market area has achieved great success with a modified music and news type of format.

Music-wise, we program around a "top 40" list of the best sellers, offering a liberal sprinkling of all other types of music. However, the basic format does call for, and include, regular use of selections on a "top 40" list.

Our farm director, Mr. Lloyd Oliver, who has a two-hour "farm show" from 5 a.m. to 7 a.m. each weekday morning uses a great deal of the "top 40" music, with his insertions also of polkas, waltzes, hymns, etc.

Mr. Oliver's noontime Farm Shou, of 45 minutes duration, uses the same type of music format. Along with this he has "streamlined" his "talk" format with a special emphasis placed on news, weather, and farm news along with all market reports—long interviews or discussion type prograning is definitely "taboo". Editorial comments are encouraged by KRNY, and form a special, outstanding part of all our farm shows.

(Please turn to page 12)

#### NOW!



A brand new image beams its full coverage to over 500,000 TV homes in Western New York and over 475,000 TV homes in Southern Ontatio, starting November 30. This powerful signal, of WKBW-TV, will deliver the impact of the ABC network's great lineup of full entertainment ...exclusively ... to this primary signal area.

Add to this...outstanding new feature films, progressive local programming and personalities, developed to penetrate every TV home in the vast Niagara Frontier...and you have the planned format that will put this giant image to work for you...selling brand image and product preference throughout the 11 counties of this 14th largest market. See your Avery-Knodel representative for the full story.

BUFFALO'S TOWERING GIANT • 1078 FOOT TOWER 2811 FT. ABOVE SEA LEVEL

OVER 500,000 T. V. HOMES PLUS HUGE 475,000 TV HOME MARKET BONUS IN CANADA

Represented Nationally by

#### AVERY-KNODEL

INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

## In this Billion \$ Sales Empire WREX-TV is the TOP KING SALESMAN!



#### 49TH & MADISON

(Cont'd from page 10)

In July of 1958, Pulse, Inc., made a survey in 28 counties of our 36 county "primary" area—when the figures were in, KRNY was head and shoulders above 33 other radio stations in the Midwest and we had completely swamped nine other stations in our immediate area.

Incidentally, KRNY would be glad to correspond with others interested in our "rural market operation" and glad to furnish more details.

Jack Lewis mgr., KRNY Kearney Nebraska

#### Zale's agency

We have noted the article on page 62 of your 1 November issue on Zale's Jewelers of Norfolk, Virginia.

This article was greatly appreciated. However, we did wish to call to your attention that an agency is involved. We produce all film for Zale's Jewelers use as well as most of the copy used in conjunction with these films. All schedules are placed through the agency.

Aaron S. Pearlman, a.e., Bloom Advtg. Dallas

#### Directory's "little book"

I would appreciate very much your sending me a copy of the little book you offer in your magazine with the name and address of air media.

With great interest I go through each copy of SPONSOR not only to keep up to date with what is going on in the States in the way of radio and tv but also as an inspirational media to work for a better service to Argentine advertisers.

Walter Martinez

propaganda-promoción de ventas Buenos Aires

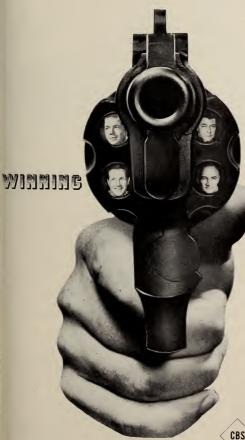
 The little book' is SPONSOR's radio to directory which lists agencies, advertisers, representatives, etc. in five major buying centers.

#### SPONSOR index

This (the sponsor index) is wonderful. Thanks very much... every trade magazine that has usable editorial should have an index but many are afraid or ashamed. Thank you!

Robert C. Hallfs Cargill, Wilson & Acree Richmond

SPONSOR's index for the first six months as published in the 11 October issue and another is to be published in January for the inal six months of 1958.



THE WEST...

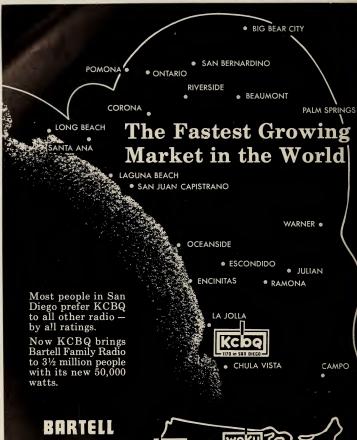
Adult entertainment by Harry Babbitt, Marvin Miller, Masters of Melody... authoritative sports coverage by Tom Harmon...plus complete news summaries by Frank Goss, Hugh McCoy, David Vaile, Sunday Desk and the Richfield Reporter ... all this and a lot more on 26 of the west's most powerful and respected radio stations. No wonder the way to cover -and win-the west is with this kind of 252,000 watt ammunition. We have the facts, figures and advertising success stories to prove it. Ask any of the hands from the

CBS RADIO PACIFIC NETWORK

Represented by CBS Radio Spot Sales



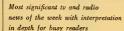




FAMILY
RADIO
COAST TO COAST



AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS
Sold Nationally by ADAM YOUNG INC.





29 NOVEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### SPONSOR-SCOPE

BBDO and other major air media agencies report that their 1959 spot radio spending will be about on a par with 1958. But when you ask them why their buying has slowed down so appreciably of late, you get an assortment of reasons. Among them:

- Radio stations were somewhat too ambitious in raising their rates while the market was on the rise; some went overboard in pulling out prime spots to sweeten package hays.
- During the recession many tv stations set up competing plans which often narrowed the gap between spot tv and spot radio costs a great deal.
- 3) National advertisers found that some radio stations often would sell them at the lower local rate if schedules were placed through distributors.
- 4) Too much emphasis sometimes has been placed on rock 'n' roll and similar themes, with the result that some advertisers got a disquieting image of radio on the local front.

Ways suggested for spot radio to recoup its national position:

- · Take inventory of its competitive relation and develop better low-cost packages.
- Get some new excitement into the medium with programing ideas.
- Keep harping away at the latest success stories, local services advantage over tv, unique flexibility, and superior level of immediacy and mobility.



Look for Lever to spread out in radio on a massive scale—both network and spot.

Besides the intrinsic value of the medium there's this inducement: With P&G and Colgate so solidly in tv, Lever will have the radio field pretty much to itself.



You can expect a lot more air media business from cigar manufacturers as a result of Bayuk Cigar's heavy spending in tv.

Bayuk, whose prime seller is Phillies, is putting out an estimated \$4-million a year for not and local tv. In addition to sponsoring the year-round sports package on NBC TV, it will underwrite regional baseball in at least five markets.

The sparkplug at Bayuk is E. A. Mishkin, its new president and chairman, whose aim is not only to increase Phillies' share of the market but to convert eigarette smokers to eigars. About 25% of the commercial's weight is on that switch.

Agency for the account: Feigenbaum & Wermen, Philadelphia.



When all the soul-searching—both statistical and motivational—about the success of westerns is said and done, you can safely cling to this fact:

Westerns just about are the most stable form of tv entertainment in terms of audience distribution. Moreover, that characteristic persists from season to season.

Here's the average composition for nine westerns that were on the networks both this October and in October 1957:

|          | no. viewers per 100 tv homes |         |
|----------|------------------------------|---------|
|          | ост. 1957                    | ост. 19 |
| Men      | 92                           | 90      |
| Women    | 93                           | 93      |
| ADULTS   | 185                          | 183     |
| Children | 82                           | 79      |
| TOTAL    | 267                          | 262     |

Source: Compiled by NBC TV Research on the basis of Nielsen data.

#### SPONSOR-SCOPE continued ...



The trend among radio stations specializing in certain types of music to organize themselves into selling groups continues.

Latest is the Album Music Stations, starting off with seven or eight members of that type. WVNJ, Newark, N. J., is the spearhead.



Chicago reps are keeping their fingers crossed in the direction of Marlboro and the Leo Burnett agency.

They have an inkling that Marlboro will swing a lot of its tv weight toward spot after the first of the year.

Another happy possibility: Knox-Reeves is believed to be readying a substantial spot campaign in behalf of General Mills.



The tendency among national spot advertisers to buy in shorter and shorter flights is not expected to let up until there are surer signs that the business outlook is firm for the long haul.

Meantime some agency planners are beginning to feel that the flight pattern has become some ingrained in spot buying that the seller might as well reconcile himself to seeing it continue even in comparatively boom times.

For reps the possibility is nettling. Flights cost them just as much as long-run contracts in service and paper work—often even more.



Timebuyers trapped by formula thinking in picking the radio hours when men supposedly are reached best may find it rewarding to study some recent Pulse market-by-market reports.

For instance, in Indianapolis, Memphis, and Rochester the male audience picks up substantially between 6 and 8 p.m. In fact, on some stations men listeners dominate.

What makes reorientation of thinking a doubly worthwhile bet is that on many stations the rates after 7 p.m. are cheaper.



The National Assn. of Insurance Agents finally has got itself set for a spot tv campaign to counter competition from companies using the medium to sell insurance direct or through "direct" local writers.

The plan, which will be handled by **Doremus & Co.**, starting in January: a weekly five-minute local program—preferably weather—in 257 markets. Schedules will be based on a quota system determined by the amount contributed by the independent agents in each market. The majority of contracts will be for 26 weeks.

Reps have been asked to query their stations whether they are agreeable to running, as a public service, a film made by the NAIA—Your Next Door Neighbor—telling about the independent agent's relations to his community.

According to Doremus, the station reaction to this query so far has been quite encouraging.



Reminder: Don't underestimate St. Louis as an advertising town (and source of air media revenue).

A SPONSOR-SCOPE reporter, while on a visit to St. Louis last week, came up with these pertinent notes:

- St. Louis is the home base for 26 major national advertisers. Among the betterknown in the air media are Anheuser-Busch, Falstaff, Brown Shoe, International Shoe, Pet Milk, Monsanto, Ralston Purina, Seven-up, Carling, and Banquet Canning.
- Spot on a national scale has reached such proportions that at least eight reps maintain offices in St. Louis.
- Among big-agency prospects for air media are D'Arey, which places about 86 million a year; and Gardner, which—now that it's acquired Busch Bavarian Beer—should account for at least that amount in tv and radio billings.



An event this week that network radio hails as a major turning point in its fortune involves Todd Storz' Oklahoma City 50,000-watter, KOMA, and NBC Radio.

After WKY, NBC's long-time Oklahoma City affiliate, had notified the trade that it was going independent, NBC let it be known that Storz, dynamic torch-bearer of independent operation, had moved his latest acquisition, KOMA, into the breach.

NBC also disclosed that KOMA would carry at least 90% of NBC Radio's sponsored schedule. (WKY, according to the network, had been clearing appreciably less.)

Repercussions from CBS Radio's programing cutback and no-station-compensation policy have been wide and numerous during the past week.

Among the developments were these:

- CBS Radio made no bones about the fact that it was disturbed by what it termed an unjustifiably bad press.
- WJR, Detroit, issued a two-page statement declaring that it could not continue as a CBS affiliate because, among other things, it didn't like the so-called broker-agent relationship that the network had assumed.
- NBC's Robert Sarnoff put out a two-page letter to radio/tv editors expressing his
  faith in the future of network radio and noting that NBC Radio's business this year would be
  20% over 1957.
- CBS Radio lost part of the Wrigley business to NBC, and the Staley account (Peter Lind Hayes & Mary Healy) to ABC Radio, and was trying to find places for the Chevrolet and United Motor strips on its abbreviated schedule. There was this good news for CBS: Stewart-Warner this week gave it an order for \$1.5 million worth of business in 1959.

Incidentally, since CBS Radio revealed its new policy, NBC Radio has obtained 13 new pieces of business plus renewals from Brown & Williamson and Lewis Howe. The new orders include: Pepsodent, American Razor, Elgin Watch, Life-Time, Waverly Fabrics, Gillette sponsorship of two Bowl games, Raybestos Co., Airwick, Wrigley, and Marlboro.

Pulse has started exposing a presentation to agencies which offers a new qualitative service.

The idea is to show what percentage of the people reached by a program actually use or buy that particular type of product.

For instance: What portion of the viewers of a particular rated cigarette-sponsored program actually are smokers?

The death last week of the dynamic and skilled front-running president of Dancer-Fitzgerald-Sample, Mix Dancer, is not expected to cause any great upheaval within this leading air media agency.

Dancer, who suffered a heart attack while on a Carribean cruise, functioned mostly as a field marshal and crack closing man (although he gave much of his personal attention to the General Mills account).

For the past year or two, Dancer, who was 62, had talked about retiring shortly.

ABC TV has assured its affiliates that it will try to satisfy their plea for more daytime minutes when it opens up several more hours in the near future.

The nub of the affiliates plaint is two-fold: (1) ABC TV's daytime expansion has cut the supply of minutes for spot to the bone, and (2) the way some of the major brands straddle daytime schedules has made it increasingly tough for the stations to fit in competitive products. Some say that Lever is so spread out over the ABC schedule that stations are unable to take business from P&G.

(Adding to the affiliates' argument is the fact that CBS TV has cleared the way for its people to sell minutes in two spots on the afternoon schedule.)

Meantime, as a result of the shortage of minutes, quite a number of stations are consulting with their reps about a formula that would both raise the rate for minutes and induce spot advertisers to turn more readily to daytime 20-second spots.

The plan most frequently mentioned: Raise the minute rate by about \$10 and lower the 20-second rate in a similar ratio.

#### SPONSOR-SCOPE CONTINUED

An important key to the outlook for national spot radio in 1959, say major reps, is R. J. Reynolds, whose renewals are due in a few weeks.

Reynolds has been one of those 52-week mainstays. So what Reynolds does, the reps figure, will have a considerable influence on the cigarette field as a whole for the coming year in spot radio.

Little wonder the reps rap wood every time they think of the Esty agency.



Now that buying on the basis of accumulated points has become a frequent technique in national spot tv, it's important to know how the buyer arrives at a cost-per-1000-homes reached.

Assuming for example, that the market is New York (4,600,000 tv homes), the accumulated points are 60, and the price is \$3,000; the arithmetical steps are these:

- 1) Divide the number of homes by 1,000 (in this example you would come out to 4.600).
  - 2) Multiply that figure by the rating percentage (60% of 4,600 is 2,760).
- 3) Divide the cost by the figure obtained in step No. 2 (\$3,000 divided by 2,760 is \$1.09).

Note: "Accumulated points," of course, are just what the term says-the addition of a bunch of ratings.



Ty specialists working closely with their agencies' plans boards often have to contend with a paradox that seems to be producing a deep-seated sense of frustration.

The frustration: Getting the plans board (usually dominated by print men) to see the anachronism of first setting up the print platform and then working out the commercials from that platform-even though the budget for the account is overwhelmingly in tv.

Complain the ty-oriented experts: Arguing with City Hall is a much easier chore than getting the members of a plans board to abandon the concept that a campaign must be first thought out in terms of magazines and that this print-thinking should be translated into the tv image and action.

Critics of this state of mind advocate that it would be smarter and more effective to do the job the other way around-that is, start with tv and then fill in the print side.



Here's a twist that's becoming more and more common in the advertising carried by manufacturers in drug and grocery trade papers.

Less space is devoted to vaunting the virtues of the product and more to relating what's being done to boost the item in tv.



The Stations Representatives Association started hammering in earnest this week on a mounting problem; how to get more of the advertising dollar into spot radio, especially for the smaller markets.

The center of the searching: A meeting of the SRA's Radio Practices Committee.

The group's aim: Formulating a clear-cut, practical program for industry co-operation.

Nielsen is querying subscribers to its tv rating service what preferences they have about Nielsen's three plans for speeding up reports.

The plans that agencies and advertisers have been asked to weigh:

Plan 1: An instantaneous audience measurement—a la Arbitron—in eight cities.

Plan 2: Instantaneous audience measurement in 12 cities.

Plan 3: Considerable speeding up of the network multi-markets report.



For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 53; News and Idea Wrap-Up, page 66; Washington Week, page 63; SPONSOR Hears, page 61; Tv and Radio Newsmakers, page 78; and Film-Scope, page 61.

# GROWTH 250% SINCE 1950



where the exceptional range and power of

# CHANNEL 3 ABC-TV

an best help your sales eep pace with the ecord-breaking growth of this key-market 1 the great West

Effective January 1, 1959 KTVK announces the appointment of

BLAIR TELEVISION ASSOCIATES as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

# **ALREADY BOUGH**

\* BALLANTINE BEER

21 Eastern Markets

\* CITIES SERVICE OIL

\*ARMOUR & CO.

\* HEILEMAN BEER Chicago and all of Wisco

\* SOUTH CAROLINA **ELECTRIC CO-OP** Charleston, S. C.

> \* MIDWAY FURNITURE Norfolk

\* BURGER-PHILLIPS DEPARTMENT STORE Birmingham

PERIL their partner! DANGER their cargo!

Every week a half-hour RACING WITH EXCITEMENT! SIZZLING WITH SUSPENSE!

#### BOUGHT BY THESE FINE STATION

WCBS-TV New York City WSM-TV Nashville WTVJ-TV Miami WDSU-TV New Orleans KVII-TV Amarillo Idaho Falls KRAK-TV Rakersfield KOLD-TV Tucson KVAR-TV Phoenix KPTV-TV Portland, Or KTUL-TV Tulsa WLOS-TV Asheville, N. C. WFGA-TV Jacksonville WICU-TV Erie, Pa. KTSM-TV EI Paso KSL-TV Salt Lake Ci WISN-TV Milwaukee KOMO-TV Seattle

... and many others





Represented by Katz Agency



# Timebuyers at work

Joyce Peters, Emil Mogul Co., New York, reports that her agency has developed a highly effective test to measure the pulling power of its radio commercials for National Stores, Inc., in addition to its use of rating books. "This test is conducted annually over a three-day period with the full cooperation of our station list. The local period with the full cooperation of our station list.

sonality merely announces that listeners sending in a post card with their name, address, day and time of broadcast, are eligible to receive a 15% discount at any National store." When the returns are in, Joyce says, the cards are checked, rechecked and analyzed. The subject of the station's effectiveness—quantitatively and qualitatively—in terms of number of homes responding as



well as ultimate conversion of respondents into buyers. Employed in conjunction with the rating books, the test confirmed the agency's station selections this year with but two exceptions. "In addition, we can spot a trend over a five-year period, or even longer, that guides us in buying schedules for any client with similar marketing problems."

Stanton Hedrick, Hedrick & Johnson Co., Inc., New York. feels that to reach the most consumers at lowest cost, it often pays—for certain products—to 'run the gamut' of good stations in a market. "Granted," Stanton says, "a leading station usually reaches the bulk audience in the course of time. But this can be done more quickly.



but this can be done more quickly, more effectively— and at lower cost-per-1,000— with several stations. Careful buying will hold costs in line. This strategy means more work, of course, and breaking with habit—and it may take more selling to the client in his own market. But it pays dividends!" Stanton thinks it's wise, too, to take a fresh look at all stations every time a market is entered, "with a different look for different products." Presumably,

he says most buyers do this—when there is time. "But 'lack of time' is often an excuse for sloppy buying. In any case, both client and agency should organize to provide time for the buyer to get latest lacts and evaluate accurately. And the buyer will help himself by alerting reps in advance, so their thinking will be ahead of his buying."



"Color Radio" sells more than bubble gum. "Pulse Audience Composition-Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarterhour, KFWB pulls listeners in 68,608 homes... racks up a total audience per quarter-hour of 101,540.



Don't just sit there with gum on your face. Buy KFWB...first in Los Angeles. It's the thing to do!



6419 HOIIYWOOD BIVD., HOIIYWOOD 28 / HU 3-5151
ROBERT M. PURCELL, President and Gen, Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JONN BLAIR & CO.



#### ALL THE "FIXIN'S"

IN NEW ENGLAND
FOR THE PRICE OF
THE MAIN INGREDIENT

#### WORL

BOSTON

offers

- 1. Surveys
- 2. Dealer Contacts
- 3. Dealer Letters, Cards, etc.
- 4. Grocery Store Displays
- 5. Drug Store Displays
- 6. Participation in WORL'S Housewives' Luncheons
- 7. Window Displays
- 8. Interviews
- 9. Editorials, 14 Newspapers
- Ads in Leading New England Magazines

Plus

ADULT PROGRAMMING ADULT AUDIENCE ADULT AIR SALESMEN ON

BOSTON'S "950 CLUB" STATION





# Sponsor backstage

#### You can't win 'em all

One of the nicest things about doing a column is the surprising reaction you get to some of them. Totally unexpected. Two pieces back, for example, you may recall I did a combination review of Sterling "Red" (uninlan's book, "The Merger," and Bob Foreman's novel "The Hot Half Hour." I said, at some length, that I enjoyed the books immensely, but that I felt both



ended on a note as true as hitting the high C on a \$1.49 toy piano Foreman I didn't hear from at all. Which is not the surprise. Quinlan I did. Which is. Red not only wrote, but wrote that he agreed with my criticism, which was to the effect that in a post-story dedication he did a rave about television and advertising people, one and all, the good and the bad, the competents and the phonies. Red did it for a sound reason, however, as this portion of his letter says:

"... The thing I was trying most to do was to avoid any accusation in our business that I was attempting to exploit our industry, disparage it or indict it. There have been books that have successfully done these things, but I did not want to be locked in with certain past authors who have written in this vein..."

#### The big ones can take it

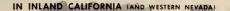
Obviously, Red is one of the nice people he writes about. One of the thinking, conscientious minority who feel they owe an obligation to the industry of which they are a part. And who work at giving the industry itself prestige and stature. Too many don't.

At any rate, pick up Red's book, you'll like it.

Another surprising reaction came to last week's column, in whicl I devoted all my space to a string of the kindest words at my command, concerning the brave, vastly unappreciated struggle of the radio networks over the past several years. From CBS, with whose new programing plan the piece dealt, I didn't hear at all. That wan osurprise. From the NBC press department I got a phone call My piece, said a publicist I'd never met, had upset Mr. Culligar quite a bit, and could I come over and discus it with him?

It just happened I was doing something else at the time th young man called. (I'm just presuming he's young, on the basis of the way he handled this.) I explained same to the young man, and asked him to convey to Mr. Culligan the information that I was be no means a snob, and would see a radio network president almos any time on just a little notice. I hope I'll hear from Joe Culligan whom I've never met either, but whose work as a super salesman i quite well known to me. If I had rapped the networks (which I hav done on occasion) I would have more or less expected the call, but i you recall the piece, I believe I made some of the most complimen tary statements about them anyone ever perpetrated.

You do learn, however, after a stretch of columning that you can't win 'em all, and you quickly acquire the philosophy of being grateful for small favors. Not too long ago I did a short essay it



# BEELINE RADIO delivers more for the money



Fast, accurate news coverage is one reason Beeline stations deliver a large and responsive audience in the Billion-Dollar Valley of the Bees. The five Beeline stations have their own news staffs for on-the-spot local news stories. They work closely with McClatchy newspapers and tie into available network news shows to add depth to their coverage.

As a group purchase, these radio stations deliver more radio homes than any combination of competitive stations . . . at by far the lowest costper-thousand. (Nielsen & SR&D)

McClatchy
Broadcasting
Company

SACRAMENTO, CALIFORNIA Paul H. Raymer Co., National Representative



Buy the whole TEXAS MONEY BELT and SELL it from the CENTER MONAHANS FT. STOCKTO with **KVKM** 

Channel 9 a



Everett McKinney, Inc. Clyde Melville, Southwest Ross Rucker, Pres. Hillman Taylor, TV Manager Ken Welch, Radio Manager

High income, rapid growth, make this a market to watch and to buy. You can sell it from the center, with

KVKM AM NONAHANS, TEXAS

which I said I thought Univeresal-Decca prexy Milton Rackmil ha waited a little too long to sell off his film library to tv. Rac merely waited until he had concluded what he considered a mos spectacular deal with Screen Gems, and then sent me a clippin from the Herald Trib financial pages with details of the story, stock shot of the signing of the contracts, together with a mildl caustic personal note.

Right this minute this same dynamic double president has dea considerably more harshly with one of our contemporaries. He ha barred all reporters and writers from the weekly and daily Variet from the Universal lot in Hollywood because they wrote a stor saying he was dickering to sell the studios to MCA. There are som around show business who believe Variety will survively will

Some guys about whom you write are big to the degree that eve when they catch you with your careless typewriter showing the do not chastise you for it, or even call it to your attention. Whe Sylvester "Pat" Weaver parted with NBC, he took on, among oth tasks, the responsibility for making the television plans for Kaise Aluminum. One of the first things he did was announce that he wa going to buy for them a Western series—Maverick, I think it wa In a piece on Pat, I scoffed some, and indicated that it was strang that the man who did so much tall-talking about cultural program ing, etc. would buy a Western first time on the other side of the fence post-NBC. That Pat knew exactly what he was doing was sul sequently evidenced by the fact that the show he bought and pratically all sagebrush sagas became the hottest rating-getters in thy video business. And do to this day as the latest Nielsen testify.

#### Tv's new horizons

I never heard a word from Pat. Never a single "see, wise guy" Pat is big enough to know what he is doing. And big enough t proceed to do it, columnists and other scorners notwithstanding. It did it, they tell me, pretty thoroughly again when he ran Governo elect Nelson Rockefeller's television/radio campaign. When, as, an if Governor Rock runs for the big bag of marbles in the 190 Nationals, it will be interesting to see how Pat handles the tv/radi drive, for it is a virtual certainty that he will. It wouldn't surprisme one bit if we then saw what would amount to the very first polit cal spectacular in television history.

And while I'm pleased to see the Pat Weavers and the Robe Montgomerys, et al charting the television courses of some of or most important candidates, I do think Jim Hagerty was not min mizing one bit when he made the doleful remark on last week Small World show, that television is a devastating instrument, at warned that in time it could be responsible for the election to the office of the president an actor, rather than a politician. I hope don't get an irate letter from an ambitious actor.

#### Letters to Joe Csida are welcome

Do you always agree with what Joe Csida soys in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.

# OKLAHOMA

MAKES NEWS IN INDIANAPOLIS BY SPONSORING NEWS

LAHOMA

### SIGNS LARGEST SINGLE STATION BUY IN RECENT HOOSIER RADIO HISTORY!

Through the Needhom, Louis and Brorby, Inc. Advertising Agency, Chicago, the Oklohoma Oil Compony hos signed to sponsor all direct WXLW newsmobile reports broadcost live throughout the day, representing what is believed to be the lorgest single station buy in the radio history of Indiana. Mr. Walter Kodi, Advertising Manager for the Oklohoma Oil Compony states "We chose WXLW for several reasons. Sponsing the newsmobile reports gives Oklohoma Oil an opportunity to perform on important community service. Secondly, WXLW's listener leadership in adult programming allows us to reach more people who buy—potential Oklohoma customers."

WXLW's exclusive music-and-news format caters to the listening preferences of the adult age group. As a result, WXLW is the number one rated station in Indianapolis, in study ofter study—and the number one choice of time buyers from coast to coost.



Present in Chicogo for signing of contract to sponsor WXLW Newsmobile coverage ore (1. to r. seated) Robert D. Enoch, Ex. V. P. and Gen. Mgr. WXLW; Wolter Kadi, Adv. Mgr., Oklohoma Oil Compony. (I. to r. stonding) Eugene W. Strack, Asst. Mgr. WXLW; Poulb Beiknop, Need-hom, Louis and Brorby, Inc., Adv. Agency for Oklohomo (I Compony.



DIAL 950 Find! FOR NEWS

## RUN YOUR OWN

# YANKEF



The story of George M. Cohan,
"Mr. Show Business Himself,"
starring James Cagney
in this greatest
of all song and dance hits.

Audiences are still singin his grand old songs: "It's A Grand Old Fla "Mary," "Over There "Give My Regards To Broadway."

## PECTACULAR!

# JOODIE





### W AVAILABLE FOR THE FIRST TIME ON TY

#### NITED TO 2 SHOWINGS ONLY

at n opportunity to do the kind of spectacular only wors have been able to program! From December 1, 1958 1959 "Yankee Doodle Dandy," smash hit musical is for two showings only! It's the film everybody wants seeigain. Schedule one showing in the winter and the oness a perfect patriotic tie-in during the July 4th period.



WINNER OF 3 OSCARS. NOMINATED FOR 5 MORE!

WBBM-TV, Chicago; WTVN-TV, Columbus, Ohio; WJAR-TV, Providence; WFBM-TV, Indianapolis; WSYR-TV, Syracuse; KNXT, Los Angeles; KUTV, Salt Lake City; CKLW-TV, Detroit; WTEN, Albany; KTNT-TV, Tacoma-Seattle; KBET-TV, Sacramento; KVAR, Phoenix; KROC-TV, Rochester, Minn.; WWLP, Springfield, Mass.; WHDH, Boston; WCNY-TV, Carthage, N. Y.; KCSJ-TV, Pueblo; KTVU, San Francisco; and WABT, Birmingham.

75 E. Wacker Dr., DEarborn 2:2030 1511 Bryan St., Riverside 7:8553 9110 Sunset Blvd., CRestview 6:5886

DALLAS







DRUGS ATT







- MIAMI 165% ABOVE NATIONAL AVERAGE
  in retail sales per capita!
- MIAMI 123% ABOVE NATIONAL AVERAGE In food sales per capita!
- MIAMI 152% ABOVE NATIONAL AVERAGE
  in drug sales per capita!
- MIAMI 248% ABOVE NATIONAL AVERAGE
  in automotive sales per capita!

WTVJ covers this fantastic market as no other media can!
See NCS #3! See ARB! See your PGW colonel!

(data from Sales Management's November 10, 1958, "Marketing on the Move" Issue)







Represented by: Peters, Griffin, Woodward, Inc.

# How FORTUNE tipped off

Another season of second-rate programing has started TV on a self-destructive cycle: program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seems to bring on more mediocrity.

Excerpt above is from "Tv-The Light That Failed, Before" Dec. Fortune

## the new anti-tv "party line"

Last week, at the Waldorf Astoria in New York, Lawrence H. Rogers 11, Board Chairman of TvB, was fighting mad about an, as then, unpublished magazine article.

Speaking before TvB's 4th Annual Membership Meeting, he called it a "pretentious statement . . . a nifty piece of Goebbels propaganda."

He was referring to a story in the

December issue of Fortune Magazine, titled "Tv—The Light That Failed" which was to appear on the newsstands three days later.

Rumors of the story had been circulating about New York all last week. SPONSOR heard them at the TvB sessions, at the ABC Affiliates Meeting, and at the annual luncheon of the Broadcast Pioneers. To track down these runnors, and discover the extent of Fortune's attack on the tv industry, spoxson managed to secure advance galley proofs of the closely guarded "Light That Failed" story. Over the weekend, spoxson discussed the article with responsible industry executives. Here is a summary of their opinions:

• "The Light That Failed," written by Richard Austin Smith, is by far the most prejudiced of the recent attacks made on tv in the print media.

• It is packed with "partial facts" to support a non-objective and utterly biased anti-ty point of view.

It is written in a kind of preciously fruity prose style. It says for instance that most 1958-1959 tv programs are "pathos from Boot Hill, counterfeit cerberation from quiz shows, barbarism from the police blotter, inantites from outer space, monstriphilia from Hollywood's celluloid cemerataries."

 It would not be worth noticing or worrying about—except for one, very significant point:

• "The Light That Failed" does pre-

#### WHY THE MAGAZINES FIGHT TV

For the first 10 months of 1958, magazine advertising is running 9.5% behind 1957, while network and spot w are an estimated 7% ahead. (Source: Printer's Ink.) The three leading Luce publications—Life, Time and Fortune have suffered a combined 17% drop. Life, hardest hit by w competition, is off 513,969 lines, Time is off 194,309 lines and Fortune is off 220,242 lines from 1957 totals.

sent, in clear, unmistakable detail, the new, anti-tv "party line" which hard pressed publishers of print media will pursue, with increasingly violence, as they fight to maintain their badly threatened advertising revenues in 1050

That the print media, and particularly the general and women's magazines are in trouble, cannot seriously be doubted by anyone who examines their

lineage figures for the past nine months, (See box on page 33.)

That they will fight back hard against their common enemy—television—cannot be doubted by anyone who has followed recent press attacks.

What the Fortune story does disclose is the arguments they will use, the particular kinds of hatchets they will try to sink in tv's skull.

According to responsible network,

station, and association officials who have read "The Light That Failed" these attacks will be of three kinds; 1) attacks on tv's prestige, 2) attacks on tv's economics, 3) attacks on tv's future.

Of these, the attacks on tv prestige are most familiar. Charges that today's tv programs are "pap," "mediocre," "shoddy" have been made for years. They resemble, in every detail,

#### HOW FORTUNE MAGAZINE "STACKS THE FACTS" IN ORDER

To those outside the industry, the article in the December issue of Fortune, "Tv—The Light That Fails Fortune has clearly "stacked the facts" in order to present an unfavorable tv picture. Many of Fortune's sta

FORTUNE SAYS: "The television 'audience' is almost at the saturation point. A full 90% of all Americans have access to television at home. . . . Expert opinion within the medium holds that this percentage will not rise very much, the audience increasing only as the population grows. Sindlinger & Co., recently concluded that the peak percentage of homes having television sets should be reached in the next twelve months."

FORTUNE SAYS: "Perhaps more serious, the audience is getting choosier. The fact that a growing sector of the audience is not disposed to sit in stupefaction before shoddy programs, portends nothing but greater strain on tv's economic system. For rising program costs require bigger audiences that can justify higher rates changed to the advertisers—and tv is already having trouble holding its present rate structure. Greater selectivity among viewers (increases) the awesome pressure."

FORTUNE SAYS: "Both General Motors divisions (Cadillac and Pontiac) appear to have accepted the conclusion of their agency, MacManus, John & Adams, ". . the greatest penalty of all for the durable-goods manufacturer is television's lack of selectivity. In television you must entertain them all. . . That's well and good when you are selling a 30-cent product. But when you are attempting to sell a product that costs from \$3000 to \$5000, you must have selectivity."

BUT—Fortune carefully refrains from mentioning that total viewing hours in America's tv homes continue at a high level. A. C. Nielsen Co. reported in its special annual survey of tv viewing that in March 1958, 43 hours, 12 minutes per week were spent watching tv in the werage home, compared to 41 hours, 24 minutes in 1957. As long as tv maintains its audience hold. "set saturation" need not be leared.

BUT—Fortune presents no documentation for its contention that the audience is "getting choosier." A year ago, John P. Cunningham, pres. of Cunningham & Walsh, made a similar statement about the growing "boredom factor" in tw Westerns. This year, when the agency's Videotown research, showed westerns still first choice among male viewers—with a whopping 76%—he publicly conceded he had been wrong. Such "wishful mistakes" are common in tv.

BUT—Fortune neglects to point out that statement at left was made by Ernest A. Jones, pres. MacManus, John & Adams, nearly three years ago. Since then he has changed his mind about tv. (see page 10. SPONSOR 18 May 1957) and has placed large portions of the Pontiac budget in network tv programs, including many spectaculars. Also two other GM divisions, Buick and Chevrolet, now are heavy in tr, consider it a "major ad medium."

the assaults which print media have traditionally made on all highly popular forms of public entertainment—notably the movies in the 1920s and 30s, and radio in the 1930s and 40s.

Coupled with these attacks on program prestige, many tv executives believe, will come stepped up attacks on the personal prestige of those in the tv industry. Fortune, for instance, delights in quoting (out of context, and

with no chance for rebuttal) a remark attributed to RCA Chairman David Sarnoff to the effect that "we're in the same position as a plumber laying pipe. We're not responsible for what goes through the pipe."

Even more intensive public ridicule and castigation for industry personnel can be expected from print, a network v.p. told sponsor.

The second type of attack-on the

economics of the tv industry—is much less well known, and well recognized. It is developed in considerable detail in the "Light That Failed Story."

Says Fortune, "Television's exotic economics cannot be depended on to improve the product (the program). On the contrary, television economics tend to establish and perpetuate medicirity. Moreover, a strong argument

(Please turn to page 77)

#### KE "DOOM AND GLOOM" PREDICTIONS ABOUT TV'S FUTURE

m model of factual research and reporting. But a point-by-point examination of its statements will show that te. But, by omitting other pertinent data, it succeeds in giving a completely untruthful outlook on television.

FORTUNE SAYS: "The latest figures on Hazel Bishop ... reveal how the law of diminishing returns can operate in the medium. The company's 1953 tv budget of \$3,300,000 helped to bring in \$9,000,000 in sales and a tidy profit of nearly \$2 million. From 1955 through 1957, however, tv budgets ranging from \$4,300,000 to \$5,600,000 were accompanied by sales scaling downward from \$11,460,000 to \$10 million and annual losses of a million dollars and upward."

FORTUNE SAYS: "Another season of second rate programing has started the industry on a self-destructive cycle; program mediocrity reduces audience, reduced audience weakens the medium's economics, weakened economics seem to bring on more mediocrity. For the first time in history the tv industry suffered a profit slump last year. Station profits may level off this year, though network pickings will likely be even slimmer than in 1957. It we conomics tend to perpetuate mediocrity."

FORTUNE SAYS: "What television has not been able to accomplish internally will likely be forced on it from outside. The curative force: pay tv. Several companies are preparing to put it on the market. Skiatron has scheduled operations in Los Angeles and San Francisco for mid-April. Additional road blocks may upset his schedule. But the state of "free" tv is sure to bring the alternative into being . . . sooner rather than later."

BUT—Fortune omits entirely other significant factors in the cosmetic business which deeply affected the Hazel Bishop sales and profits picture. Rather than blame the law of "diminishing returns" in tv., Fortune would have been fairer if it had pointed out that two other, highly successful tv users, Revlon and Avon, had come into the market and by imaginative tv schedules, programing and commercials, had built outstanding marketing successes.

BUT—Fortune neglects to mention how the economics of advertising may be operating in the magazine field. In the first nine months of 1957, Life's income was \$112,348,425. For a similar period in 1958, the figures were \$98,452,871. Time Magazine showed \$36,874,566 in 1957 vs. \$34,268,696 this year. Fortune is down from \$8,540,780 to \$7,489,136. How will this affect magazine quality in the future?

BUT—Fortume carefully avoids bringing up the one example of pay to which most broadcasters believe is most significant, the story of Bartlesville, Oklahoma. In Bartlesville, pay to was given a complete test lasting several months, finally folded, when its subscribers (to set owners) refused to renew subscriptions. Despite initial enthusiasm, they didn't feel the difference was worth the extra cash.



Briefing session for broker's reps who call on wholesale and retail grocer trade. (1) Bob Parker, mktg. mgr. WBAY-IV, Bob Meister, WBAY-IV promotion director, Tom Swales, Paul Ravet, Alden Neville, Jim Eckstrom, Leonard Burns, Chas. Chapman of Otto L. Kuehn Co.

## 2030 cases of Parti-Day in 1st month

✓ Sales to wholesalers in first four weeks of 26-week test of day tv in Green Bay area, hit 65% of previous six-month total

"Operation Pipeline" completed, say D'Arcy and Parti-Day.
 With distribution solved, test emphasis shifts to consumer

If you want to know how much help 10 day tv spots per week can be in building distribution for a new grocery product—take a look at the sales figures shown on the opposite page.

Parti-Day Toppings, a new line of desert toppings manufactured by Liquid Carbonic Corp. had been in the Green Bay, Wisconsin area since 15 April. Wholly unsupported by advertising, promotion or merchandising, they had built up sales at wholesale to 3145 cases for the six-month period.

On 15 October, Parti-Day through

week test of day tv spots over WBAY-TV. Green Bay, (test budget \$9,980) and, at the same time, opened up a coordinated drive for retail distribution of Parti-Day through its Wiscon-



sin broker, Otto L. Kuehn Co. of Milwaukee.

Results, as this special report to SPONSOR shows, were 2030 cases shipped to wholesalers in the first month of the test, or almost four times the previous shipment rate.

Even more important, Parti-Day distribution in retail stores climbed fast. On 15 October, less than 10% of the groceries, chains, and supermarkets in an 80-mile circle around Green Bay were carrying Parti-Day.

By 15 November, Parti-Day had 100% distribution in the "double A". "A" and "B" grocery outlets doing 80% of total grocery volume. The distribution problem had been solved, and "Operation Pipeline" the first phase of the test had been completed, according to D'Arcy and Parti-Day executives.

In looking over Parti-Day's sales record given on the following page, two facts should be borne in mind: 1) Certain markets, notably Wausau and Norway are on the outer fringes of WBAY-TV's viewing area. 2) Not reported in any of these figures are sales to A&P, which has many stores in this territory, but buys through Milwaukee. Later spoxoson stories will give comparative results of Parti-Day movements in Milwaukee and other cities. But it is impossible at this time to trace how much of A&P volume is going into Green Bay.

One thing is certain. The combination of day tv and intensive broker effort has broken Parti-Day's distribution log jam in Green Bay and from here on sales results will depend on 1) advertising power, and 2) product acceptance.

ceptance.

In the drive for distribution, PartiDay, D'Arcy, Kuehn, and WBAY-TV
worked closely together. A kick-off
dinner for six Kuehn salesmen was
held at Green Bay during the first week
of the campaign by Robert Parker,
marketing manager of WBAY-TV, and
each salesman was furnished with a

#### The Test in a Nutshell

PRODUCT: Parti-Day Toppings
TEST AREA: 80 mile area around
Green Bay, Wisc.

MEDIA: Daytime tv only.

SCHEDULE: 10 one minute spots weekly—26 weeks

BUDGET: \$9,980.

kit, containing a copy of the commercial schedule, with complete details on day, time, names and types of audiences reached by each program in which Parti-Day's 10 weekly one-minute spots were being run.

Reports to sroxson indicate that Kuehn's men, in calls on wholesalers and retailers, found strong arguments in two facts: 1) the Parti-Day schedule represented a firm 26-week commitment, and 2) Parti-Day commercials are done live by Russ Widoc, well known Green Bay tv personality.

This powerful and growing appeal

of local station personalities has been reported many times in SPONSOR, and apparently was one of the most important factors in securing retail acceptance of Parti-Day.

Kuehn salesmen report that store managers seem to prefer live local announcements to film commercials, and are immediately interested in products backed by strong local tv schedules.

Marvin Bower, merchandising manager for Otto L. Kuehn, in commenting to sponson on the first months wholesale shipments says, "All of these sales were made on the strength of the television schedule, as we have had no special deals, introductory offers or the like in order to build these sales."

In securing Parti-Day distribution, Kuehn's men were also frequently able to secure demonstrations and various basket, pushcart and other displays.

sponsor continues exclusive 26-week reporting of this unique tv test with a report next week on research and marketing plans by Robert J. Curry, and James B. Wilson, account executive and account supervisor at D'Arcy.

## PARTI-DAY CASE SHIPMENTS IN GREEN BAY AREA

|               |                    | BEFORE TV      | SINCE STA  | RT OF TV  |
|---------------|--------------------|----------------|------------|-----------|
| City          | No. of Wholesalers | Average 15-day | Oct. 15-31 | Nov. 1-15 |
| Manitowoc     | . 1                | 0              | 40         | 0         |
| Oshkosh       | 1                  | 12             | 0          | 0         |
| Appleton      | 3                  | 114            | 335        | 590       |
| Gillett       | 1                  | 16             | 0          | 160       |
| Green Bay     | . 2                | 8              | 100        | 560       |
| Menominee     | . 1                | 5              | 40         | 0         |
| Fond du Lac   | . 1                | 0              | 0          | 30        |
| Stevens Point | . 1                | 30             | 35         | 35        |
| Wausau        | 1                  | 0              | 0          | 0         |
| Norway        | 1                  | 27             | 0          | 0         |
| Sheboygan     | _ 1                | 50             | 30         | 75        |
| Totals        | 14                 | 262            | 580        | 1450      |

## STATION REVERSES ITSELF, WON'T ACCEPT LIQUOR ADS

The strong undercurrent of pressure against hard liquor advertising on the air has exploded underneath a radio station

WOMT, Manitowoc, Wis., has reversed its position on such advertising and will no longer accept it. The station's position was announced in its newsletter. Station Breaks, just one week after an article in SPONSOR on the subject of hard liquor ads on the air. (See the story "What's behind the liquor controversy, 8 November 1958.)

The sponsor article reproduced a

portion of the WOMT rate card showing the words "All alcoholic beverage advertising accepted."

WOMT president Francis M. Kadow had quit the NAB in a huff after its president Harold Fellows attacked stations who flouted the NAB code, which prohibits hard liquor plugs.

In explaining his backtracking, Kadow said the main reason was that, though it was all right for print media to carry liquor ads, "these mediums do not have the absorption, persuasiveness or the impact of radio."

BEFORE: Story in sponsor titled "What's behind the liquor controversy," 8 November 1958, displayed part of rate card of WOMT, Manitowoc, Wis., relating to hard liquor

stations, with other programing and audiences, liquor rould be entirely actuals.

to tong.

The date roughts airs that he will not come from XMI or its Good Paul come from XMI or its Good Paul come from XMI or its Good Paul come from This was been as a fine of the backets. He he whole "I'rd how so and I cought discurse on thrown room." I have reports inquiries from the common from



to narroads, when we get them, the same good taste we handle alcommercials." Kadow at nots he was frankly prised at the lack of best aloge

Kados at note be use fundly on given if the lack of food objective when be someomed plans to carry by not convivacible. The data, was we articed a total of it betters note thus, of them from Wisconsin, and only note food Manitorous. Most of them were from other stations, acknowledge in information about Kadow's plans and unitquartel problems.

Whe haven't distillers pumped at the chance to buy any time on WOMT Kadon thinks "There're not ready to us". Ent he adds that before long input advertisers will be in radio and even television "In a big way," and Kadon.

18 Bet he adds, "Fel by designer on the he adds, "Fel by designer on the source reports insuparise leads to the source of the so

stere advertising, and even one television station in member of NAB was also advertising liquor [12] = 2.5 · . . . . . Kadow involves.

AFTER; Below is statement in WOMT's 14 November newsletter in which station manager Francis Kadow states he is reversing his position and will no longer accept such ads

We have reversed our position on the acceptance and the broadcast of "HARD LIQUOR" advertising on WOMT.

I can give you any one of sixty or more reasons for the change of our position in this matter. However, the one re-occuring argument advanced by interested parties who are not in radio broadcasting industry but who were interested in what we proposed to do and that was:-

"Such advertising as we proposed to carry is all right in magazines and newspapers, as these mediums do not have the the absorption, persuasiveness or the impact of radio".

Re-evaluating our medium, it maybe is for the best interests of all that the great force of radio be less in restriction.

it's unfortunate that the five words of our rate card has been blown to the proportions they were.

FRANCIS M. KADOW



- Follow-the-leader is a big game with timebuyers
- Proof? Host of fads from prime time to rating floors

Are timebuyers faddists? Not if you ask timebuyers. Everybody else is, of course, but not they. Naturally they slip into some universal crazes like tail fins and hula hoops—but introduce fads into timebuying, never! Yet the truth is—they do.

Rating floors, cost-per-1,000, prime time, secret buying formulae, none but the 50,000-watters, traffic times, supersaturation, and adjacencies to I Love Lucy are all part of a rich heritage of crazes in timebuying, many of which are still popular.

Just let young Phipps at Goliath & Bellwether Agency switch his frozen sauerbraten account from a 7 p.m. news show to a 6:45 p.m. educational feature on the stringing of tennis rackets and word spreads like radioactive fall-out. If Phipps gives his coup some sort of fancy name such as "a psychosomatic shift-down," word will spread even faster. From Wilshire Boulevard



to Madison Avenue, media men will shake their heads and say, "Well, well, wonder what young Phipps at G&B knows about that 6:45 time slot that ARB doesn't?" A new fad is born. Before long, just about everyone is "shifting down psychosomatically" and a premium rate goes onto 6:45 p.m. spots, especially if they're adjacent to tennis racket-stringing shows.

Just as the garment trade press keeps an eye on Jacques Fath to try to anticipate whether women will be looking like nose-cones or zeppelins next spring, sporson has noted what it feels were important developments in timebuying this year and on this basis predicts the following fads for '59.

Cost-per-Miltown Fad. This craze should sweep the agencies sometime about July when timebuyers start trying to set up fall spot tv campaigns around adjacencies in net tv line-ups that haven't been firmed yet. Cost-per-Miltown will be a brand new yard-stick in buying time; it will measure the value of a station buy against the stress on the buyer. If the cost of tranquilizers consumed in the media department exceeds the cost-per-1,000 of the buy, the station is automatically

dropped. Any cost-per-Miltown decision can be easily justified to the client since it will be called cost-per-M for short, and he will assume the agency means cost-per-1,000.

Northbound bridge traffic hours fad. By early spring, watch for a rush away from 7 to 9 a.m. "driving times" by radio clients in favor of a stampede into the new "prime" hour of 4 to 5 a.m. to be known, in all probability, as "Northbound bridge traffic hours." Behind this predicted fad lies an interesting story. One morning last month at about 4:30, an agency field man was returning from a rather large evening in Newport, Ky., to his hotel in Cincinnati, noticed that his car was far from being the only one crossing the bridge. "If," he reasoned, "there are all these cars out at 4:30 a.m. on this bridge and all traveling North to Cincinnati, just think how many millions of cars must be traveling North on bridges right now all over the country." Agency research department got count of North-South bridges (excluding covered bridges and logs over streams), and the projection shows a tremendous auto radio bonus at 4:30 a.m. Nielsen may have to change its car radio to meet the trend.

Senile Eastern Fad. This will hit buyers of net shows somewhere about September. There will be a sharp swing away from the "adult Western" and there will be only one direction to go —program-wise: tv shows all about East-coast tycoons trying to save the family corporation from a merger to protect the interests of their daughters at Vassar. This fad will probably eclipse beanie hats.

Formulagrams. 1959 probably will see a spate of timebuying formula games that will make the Scrabble fad seem tame in the puzzle-entertainment field. At the moment, the formulagram most apt to catch fire is one called Mediacap which applies the technique of handicapping horses to buying air time. As explained by its inventor (a race tout turned timebuyer who tumbled on the system while studying NCS#3), the formula goes like this: (1) Pick a market; any market. (2) Pick a station and time period. (3) Average ratings. (4) Add estimated tab for last time station manager took you to lunch, (5) Divide by frequency. add watts.

## How RAB makes research easier for

- Radio Advertising Bureau goes all out in its effort to sell radio's advantages to advertisers and agencies
- To do it, it makes available \$2.5 million worth of research to media buyers, planners as well as members
- ast week, the usual flood of telephone calls came into the Park Avenue headquarters of the Radio Advertising Bureau in New York City. Among the calls were these two from well-known advertising agencies:
- A prominent timebuyer wanted proof from RAB that radio advertisers are increasing their frequency. His object was to dissuade a client from cutting back his spot radio schedule.
- An account executive wanted RAB's help in preparing a presentation recommending radio to a client who was planning a \$1.5 million ad campaign to launch a new product.

In both these cases—typical of hundreds more over a year's time—RAB came through with the requested material. Which points up this significant fact: While RAB's primary aim is to help its members by increasing radio

advertising volume, RAB also has developed into a giant wellspring of information for anyone concerned with the buying of advertising media.

RAB's services to its members are widespread: they range from providing selling tools for radio station salesmen to the financing of industry research into radio's scope, depth and growth. But what many advertisers and agencies may not know is that RAB also has a vast stockpile of research on radio-a stockpile whose worth is estimated at more than \$2.5 millionwhich is available to advertisers and agencies who may want it. What's more, RAB spends about 10-12% of its annual budget of almost \$1 million (or up to \$120,000 a year) for new research on radio.

#### WHAT ADVERTISERS AND AGENCIES ASK ABOUT RADIO

A CONTROL OF THE RESIDENCE OF THE PROPERTY OF

One of RAB's major functions is to act as an information service for advertisers, agencies, and stations seeking data on radio. Listed below are some of the questions most frequently asked of RAB

- What radio strategy is X company using now? (Question is usually asked for several companies at one time—competing with firm asking question
- 2 We've recommended a radio campaign for our client, but they are interested in net tv, print. What can you give us to document our case for radio?
- 3 llow many people will I be able to reach with this particular radio campaign. And do you have figures on similar campaigns run in the past?
- Do you have tapes of the radio commercials used by my competitors? Any examples of creative commercials not on the air in my part of the country
- 5 llow much time do (housewives, tecn-age girls, working men, professional men, etc.) spend with radio each week?

- How many people can I reach (cumulative audience figures), with an X number of announcements daily for an X number of weeks, in X market, markets?
- Can we have information on RAB's awareness of commercials tests? Where were they done? How many remembered commercials after first time?
- 8 How many radio sets were sold last year compared to television sets? What do you estimate this year's figures will be and how will they compare?
- How many radio stations are there in the United States today? How many were there in such-and-such a year?
- What case histories do you have on successful radio advertising campaigns that have been run by my type of business?

## imebuyers

Here, for example, are only 10 of the areas which this available research material covers:

- Time spent with radio, by working men, housewives, teenagers—and several other categories—is documented by RAB in a series of nearly a dozen radio listening habit studies.
- 2) How radio gives the advertiser the "last word" with shoppers is outlined in RAB's "Last Word" studies for drug stores and supermarkets. More of these studies are in the works.
- 3) What's the cumulative audience for radio? RAB research answers the question with a series of reports—e.g., "The Cumulative Audience of Afternoon D.L's."
- 4) Advertisers interested in the vast out-of-home radio audience can get the full picture from RAB's "Radio Gives You The Right-of-Way in The Great Outdoors." Research covers auto radio listening and portable radio listening at beaches, parks, etc.
- 5) Background on how radio is used by a wide variety of advertisers (case histories, analyses, background). These range from brief "success stories" to brochures and effectiveness research done on the scene by RAB.
- 6) Interested in using a radio personality to sell your product? RAB has available a study that measures the "Purchasing Influence of Radio Personalities in Metropolitan Markets."
- 7) Radio's phenomenal strength in tv-saturated areas is outlined in an RAB research piece titled "Radio in Tehribia"
- 8) Measurement of who's advertising on radio—how much time they're buying—has been undertaken by RAB in its series of quarterly reports on "Spot and Network Radio Clients."
- 9) How to reach the farm market? RAB outlines the radio route in "Radio Sells Them Down on the Farm," a full-scale research presentation offering listening data and other vital information on the farm market.
- 10) RAB "package" presentations—research-packed presentations on various types of businesses—give advertisers a complete rundown of what radio can do to solve their particular sales problems. These "packages" include as many as 14 brochures and

(Please turn to page 76)

## STRATEGY OF RAB OPERATION IS

авория в СРУго и принципальной размен дениципальной информации и в принципальной в принципальной и в п

#### IN HANDS OF THESE FOUR MEN



Kevin Sweeney, pres. of RAB since 1954 has watched the growth of the organization to its present size; a staff of 50, a budget that will next year exceed \$1 million. Numbered among today's members are all four radio networks, virtually all of the leading station representatives and 900 stations.

John F. Hardesty, v.p. and gen. mgr. directs the administration of RAB and supervises its staff of national and regional salesmen. Hardesty began his radio career in 1939, joined RAB as dir. of promotions in 1951. He left in 1954 to become eastern sales mgr. Jor Westinghouse, returned to RAB in 1956.





Miles David, dir. of promotion heads RAB's 10-man promotion department, directs RAB promotion, research and publicity. His department prepares data on radio, writes promotion material and presentations and handles RAB's press relations. Previously, he was the executive editor of \$PONSON.

Warren J. Boorom, RAB's dir. of member service, supervises a crew of four regional managers who travel the country calling on member stations, assisting them in use of RAB material, participating in RAB sales clinics and signing up new stations. He joined RAB in '54 as dir. of local promotion.





Not Madison Avenue, N. Y., but Madison, Wis. is Jerry Bartell's choice of headquarters for his six-station radio group. It's his solution of .

## How to cut redtape-by staying home

The next time an avalanche of office redtape makes you swear you'll go home and stay there, take heart: It can be done.

Gerald A. (Jerry) Bartell, president of the Bartell Family Radio group of independent radio stations, operates his business from the \$100,000 mansion on the outskirts of Madison, Wis., you see above. He has no other permanent office. In fact, his only on-thescenes helper is Ruth Werniek, his ever-present Gal Friday.

No. 3938 Plymouth Circle, Jerry's home and headquarters is an impressive place. It was designed by Robert Cashin, an admirer of Frank Lloyd Wright, and is located about three niles from the heart of the city, complete with hi-fi record player, a piano and an organ.

Before you decide to set up a similar paradise, however, ponder the pictures

on next page. Here's what they show;

1) To operate a business with such splendid detachment, you must have the will power to evolve—and willingly abide by—an almost monastic routine. Otherwise, you'll go to pot.

2) You must have the imagination to capitalize on such a home's natural advanta es—the atmosphere it affords you to dream up ideas and kick them around with visitors—yet never risk the penalty of losing touch with reality.

3) True you won't be irritated by elevators, stuffy offices, grouchy colleagues, parking, or commuting problems. But you do have to be prepared to travel extensively, pay minute attention to memos, and spend long stretches with the phone and dictating machine.

Bartell's stations include KYA, San Francisco, KCBQ, San Diego, WOKY, Milwaukee, WAKE, Atlanta, WYDE, Birmingham, WILD, Boston. Apart from his determination to escape from irom his determination to escape from iMadison can be found in his strong academic interests and background. Bartell is an alumnus of the University of Wisconsin (B.A. in economics, M.A. in speech), and spent 10 years as production manager of WHA, the University's educational radio station. He calls himself a "scholar turned business man using the tools of an educator to develop a business organization."

What are the chief gains from this detached control set-up? Bartell figures he profits greatly from the one-way control of the flow of detail, with corresponding opportunities for long-term planning. The station managers neantime get more autonomy in handling their local problems.

Admittedly, though, it takes a special sense of balance to keep this kind of show going.



Order of day is set by way secretary Ruth Wernick ranks papers



Strict discipline is essential to Bartell's life, Idleness is fatal



Greative session with jingle writer evolves complete new commercial



4 Conference calls with stations are a Bartell's must. Talks are spotted throughout the day to fit various time zones



Refueling of mail is Miss Wernick's twice-a-day chore. She personally visits post office to insure speed



6 Objective viewpoints are developed at luncheons with U. of Wisconsin savants. Here Bartell meets with economists



Personal chats with station personnel are recorded on tape. Bartell's messages range from 2½ mins, on up



R Checkup on station correspondence involves reading carbons of all letters, memos, etc., issued by group



Travel is important to keep up outside contacts, avoid mental ruts. Bartell makes many speaking tours



Relaxation is geared to academic environment. Bartell's Shakespearian role is typical



Sunday merchandising of homes included remote interviews with homebuyers in 6-10 p.m. slot

## Branden loves radio's Sunday evening punch

 Local, traffic news for returning weekend motorists picks up nighttime audiences, in home-minded mood

Most everyone knows about peak traffic hours and why there's a scramble for them. But six months ago a regular user of these hours (a homebuilder) got to thinking about the 80, 000 cars streaming across the Oakland Bay Bridge during another peak—Sunday night. Why not capitalize on it?

For this peak contained mostly family groups, returning from an outing or weekend visit. In short, the very market homebuilder A. L. Branden was shooting at. About to open a 10,000-unit project called "Tropicana Village" he needed something new to add to his dastime segments. Sunday

night, he figured, might be the answer.

What's on the mind of Sunday homeward - bound families, Branden asked himself. Branden says, "First of all, getting home, then conditions at home, laundry in the hamper."

Branden felt these primary interests could be programed to, down to the last detail of commercial content. So, coinciding with the opening of "Tropicana Village," here is what this 38year-old homebuilder decided to offer Sunday evening listeners during the Davlight Saving Time period:

1) Help getting home. He hired an Oakland news service accredited to the California Highway Patrol and other official agencies to monitor their reports of traffic conditions over 58 receivers in the nine Bay area counties (containing three and a half million people). Combining this with KSPO's listener phone-in method for pinpointing traffic problems, he bought throughout the 6-10 p.m. stretch to supplement his weekday commuter schedule on the same station.

2) Conditions at home. Emphasis in local—or home—news was intentionally heavy during the four hours.

3) Easy listening. Branden got a "soft sell" jingle, used on E.T.'s with semi-hardsell tags.

In all cases, Branden emphasizes, the jingle had to fit into the station's "sound." Humor was not used because, m Branden's view, "a homebuyer will not purchase from a clown."

In keeping with the audience, the "Branden Reporter" (Bob Colvis) reported the drama of the highway: for example, the little old lady who had a cup of tea ready for a parachuting Navy jet pilot who landed in her back yard shortly after she heard the report to motorists to be on the lookout for fire and ambulance equipment.

In all, the "weekend commuter" was offered somewhat the same service as the weekday commuter gets on the Colvig Commute Club, in which Branden participates between 4-7 p.m. The big difference: listener phone-ins of traffic tie-ups are used without the monitoring service on Colvig's weekday show.

Here's how the Sunday experiment worked out: Branden reports that from 13 July, when the San José development opened, 1,045 homes—at a retail value of \$12 million—have been sold.

For a specific check, Branden turned the Sunday evening show on a particular subdivision where sales had been static. In two weeks, sales tripled (from six-to-eight to 24-30 homes a week).

"Thirty-four percent of our homebuyers tell us they first heard of our homes on radio," Brandon says. This is why his \$2,000 weekly advertising and promotional budget is allocated primarily to radio and radio tie-ins after a \$30,000 kick-off campaign for each new home development.

What audience did the Sunday show reach besides people in homes and autos? One of the sources of "traffic" information was the Coast Guard. "So you see," says Branden, "we even got to yachters and hoaters."

## What net tv audiences are watching

These facts are taken from a com-

parison of Nielsen's second October

report with the corresponding report

for 1957. Here are details comparing

average audience ratings for both

average this year of 25.2%; last year,

25.9%. The 60-minute western cate-

gory, not broken down in the 1957

Nielsen report, is in No. 2 rank this

Westerns (30-minutes) show an

vears by program types:

year, with a 23.9%.

- Nielsen's second October report compared with last year's shows Westerns are still the favorite with viewers
- Quiz shows have dropped in popularity from a high second place last year to a tied seventh position in 1958

With the network tv audience by now having had a good chance to pick its favorites for the new season. here's the latest word from Nielsen:

- · Westerns are still banging away
- in the No. 1 spot. · Quiz shows have taken a dive in
- · General drama (30-minute) is
- tive popularity so far this year.
- not as popular as it was. · Situation comedies are up in rela-

Variety (60-minute format), 20.9% for 1958, 22.3% last year.

General drama (30-minutes), now at 20.3%; last year at 22.7%.

The rest of the show categories in

Situation comedies, 21.7% this year,

rank order follow:

22.5% in 1957.

Suspense drama averages 20.2% compared to 19.7% in 1957.

Quiz and audience participation shows tied with general drama (60minutes) with 18.9%-last year it was 25.1% and 17.9% respectively.

Adventure shows, with 18.4% compared to last year's 16.1%.

Ranking last in program categories this year is variety (30-minutes), with 16.7% compared to 18.0% for October, 1957

## AVERAGE RATINGS OF PROGRAM TYPES FOR NIGHT AND DAY



## 1. THIS MONTH IN TELEVISION

#### Network Sales Status Week Ending 22 Nov.



#### Nighttime



ding participation shows



## COMPA

|              | ABC  | SUNDAY<br>CBS  | NBC   | ABC  | ONDAY<br>CBS   | NBC   | ABC T  | CBS CBS  | Y<br>NBC  | A  |  |
|--------------|--|--|---|--|--|---|--|--|---|--|--|
| 6:00         |  | Small World<br>Renault Motors<br>O. Mathleson<br>D-F 28,000  | Meet The Press Pan American 1-L 7,500 Strange Case of Cosmic Rays (6-7: 11/23) Amer Tel & Tel |  |  |   |  |  |   |  |  |
| 6:30<br>7:00 |  | Twentieth<br>Century<br>Prudential<br>D-F 45,000   | Chet Huntley<br>Reporting<br>sust   |  | D Edwards<br>Amer Home<br>N-L 9,500††                              | News Bulova alt sust N-L 6,500††                                  |  | No net service  D Edwards Benson & Hedges N-L 9,500††  | News<br>sust alt<br>Bristol-Myers<br>N-L 6,5001†  |  |  |
| 7:30         | You Asked for It<br>Skippy Peanut<br>Butter<br>31-F 24,000 | Campbell Name  | Mark Saber Sterling Drug A-F 14,000 Hall of Fame (7-8; 12/14) Hallmark Dr-L 275,000           | ABC News<br>sust   | No net service  D Edwards Amer Home (repeat feed)                  | News<br>Bulova all sust<br>(repeat feed)                          | ABC News<br>sust   | No net service  D Edwards Benson & Hedges (repeat feed)  | News<br>(repeat feed)<br>Bristol-Myers<br>nlt sust  | 100  |  |
| 8:00         | Maverick Kajser Companies Drackett (7:30-8:30) W-F 70,000  | Bachelor Father<br>alt<br>Sc-F 42,000<br>Jack Benny<br>Am Tob<br>C-F 65,000                                  | Northwest<br>Passage<br>RCA alt<br>R. J. Reynolds<br>A-F 48,000                               | Polka-Go-Round<br>(7:30-8:30)<br>sust                        | Name That<br>Tune<br>Amer Home<br>Q-L 23,000                       | °Tic Tac Dough<br>P&G<br>Q-L 23,500                               | Cheyenne (alt wks 7:30-8:30) Haroid Ritchle Johnson & Johnson Elgin W-F 78,000 | Stars in Action<br>sust  | Dragnet<br>Bulova<br>Bell & Howell<br>(11/25 & 12/9)<br>My-F* 35,000  | COLUMN TO SERVICE STATE OF THE PERSON NAMED IN COLUMN TO SERVICE STATE OF THE PERSON NAMED STATE OF THE PERSON NAMED STATE OF THE PERSON NAMED STATE OF THE PERSON NAM |  |
|              | Maverick   | Ed Sullivan<br>(8-9)<br>Mercury<br>alt Kodak<br>V-L 79,500   | *Steve Allen<br>(8-9)<br>Greyhound<br>DuPont<br>V·L 108,000                                   | Polka-Go-Round   | The Texan<br>Brown & Wimsn<br>W-F 37,000                           | Restless Gun<br>Sterling Drug<br>alt<br>P&G<br>W-F 37,500         | Sugarfoot<br>(alt wks<br>7:30-8:30)<br>Am Chicle,<br>Luden's<br>W-F 78,000     | Invisible Man<br>sust  | °Eddie Fisher L&M (alt weeks; 8-9) °George Gobel RCA and Whirlpool V-L 98,000                               | Lave   |  |
| 8:30         | Law Man<br>R. J. Reynolds<br>General Mills<br>W-F 41,000   | Ed Sullivan  | Steve Allen<br>Polaroid<br>Norelco, Zenith<br>Mutual of Omaha                                 | Bold Journey<br>Raiston-Purina<br>A-F 9,500                  | Father Knows Best Lever alt Scott Se-F 38,000                      | Wells Fargo<br>Amer Tobacco<br>alt Buick<br>W-F 43,890            | Wyatt Earp<br>Gen Mills<br>alt P&G<br>W-F 38,000                               | To Tell the<br>Truth<br>Carter alt<br>Mariboro<br>Q-L 22,000                                       | Shirley Temple's<br>Storybook<br>Nat'l Dalry, Hill<br>Bros., J. H.<br>Breek<br>(8-9; 11/25)<br>Dr-F 170,000 | ican il  |  |
| 9:00         | Colt .45<br>Whitehall alt<br>Beech-Nut<br>W-F 13,800       | G. E. Theatre Gen Electric Dr-F 51,000 Wonderful Town (9-11; 11/30) Westelox, P&G, Carling Brew Mu-L 350,000 | (9-10)  | Voice of<br>Firestone<br>Firestone<br>Mu-L 32,000            | Danny Thomas<br>Gen Foods<br>Sc-F 47,500                           | Peter Gunn<br>Bristol Myers<br>My-F 38,000                        | The Rifleman<br>Miles Lab, P&G<br>Raiston Purina<br>W-F 36,000                 | Arthur Godfrey Toni Pharmaceuticals V-L 31,000 Gift of Magi Sheaffer Pen (9-10; 12/9) Dr-L 350,000 | George Burns<br>Show<br>Colgate<br>Sc-F 40,000  | on<br>Sit  |  |
|              | Stars of Jazz<br>sust                                      | Hitchcock<br>Theatre<br>Bristol-Myers<br>My-F 39,000   | Dinah Shore<br>Chevy Show   | Anybody Can<br>Play<br>R. J. Reynolds<br>Q-L 21,000          | Ann Southern<br>Gen Foods<br>Sc-F 40,000                           | Alcoa-Goodyear<br>Theater<br>Alcoa alt<br>Goodyear<br>Dr-F 39,000 | Naked City<br>Brown & Wmsn<br>alt<br>Quaker Onts<br>My-F 37,000                | *Red Skelton<br>Pet Milk<br>alt S. C. Johnson<br>P-F 52,000  | Bob Cummings<br>Reynolds<br>alt Gen Foods<br>Se-F 36,000  | Pa<br>Oldeni   |  |
| 10:00        | Your Neighbor<br>The World<br>sust                         | Keep Talking P. Lorillard alt Lever Q-L 18,000   | Loretta Young<br>P&G<br>Dr-F 42,500   | This Is Music  | Desilu Playhouse (10-11) Westinghouse Dr-F 82,000 (average)        | Arthur Murray Party P. Lorillard alt Pharmaceutical V-L 30,000    | Confession sust  | Garry Moore<br>(10-11)<br>Revion<br>V-L 59,000<br>(½ hr.)  | The<br>Californians<br>Singer alt<br>Lipton<br>W-F 37,500   | Мс   |  |
| 10:30        | No net service   | What's My Line<br>Kellogg<br>alt II Curtis<br>Q-L 32,000   | No net service  | John Daly News Wittehall, Lorillard N-L 0,000 No net service | Ball-Arnaz<br>Show<br>(10-11: 12/1)<br>Westinghouse<br>(see above) | No net service  | John Daly News<br>Lorillard,<br>Whitehall<br>N-L 6,000<br>No net service       | Garry Moore<br>Kellogg<br>alt<br>Plttsburgh Plate  | No net service  |  |  |

\*Color show, ††Cost is per segment, Prices do not include sustaining, participating or ecop programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include con-

mercials or time charges. This chart covers period 22 Nov.19 Decrease indicated as follows: (A) Adventure. (Au) Audience Participati (D) Documentary, (Dr) Drama, (F) Film, (1) Interview, (J) Justice (1) Programme (1) Programme (2) Programme (2) Programme (3) Programme

## G R A P H 22 NOV. - 19 DEC.

| DIESDAY<br>S NBC             |  | TH<br>ABC   | URSDA'   | Y<br>NBC   | ABC  | FRIDAY<br>CBS  | NBC  | SATURDAY  ABC CBS NBC   |  |   |
|------------------------------|--|---|--|--|--|--|--|---|--|---|
|                              | 1400   | 700   | 653  | 1100   | ADC  | CDS  | 1400   | 750   | CDS  | Noc   |
| ce .                         |  |   |  |  |  |  |  |   |  |   |
| eli<br>litt                  | News<br>sust   |   | D Edwards<br>Whitehall<br>N-L 9,500††  | News<br>Bristol-Myers<br>alt sust<br>V-L 6,500††             |  | D Edwards<br>Gen Foods<br>alt sust<br>N-L 9,500††          | News<br>sust   |   |  |   |
| eric<br>delt                 | News<br>sust<br>(repeat feed)  | ABC News  | No net service  D Edwards Whitehall  | News<br>Bristol-Myers<br>alt sust<br>(repeat feed)           | ABC News   | No net service  D Edwards Gen Foods alt sust (repent feed) | No net service  News (repeat feed)   |   |  |   |
| gh                           | Wagon Train<br>(7.30-8:30)<br>Ford (alt hour)<br>National Biscuit<br>(alt ½ hr.)<br>W-F 35,500<br>(½ hr.)          | Leave It To Beaver Miles Lab Ralston Sc-F 36,000          | I Love Lucy Pillsbury alt Clairol Sc-F 25,900  | efferson Drum<br>sust  | Rin Tin Tin<br>Nabisco<br>A-F 36,000                           | Your Hit Parade<br>Amer Tobacco<br>Mu-L 42,500             | Buckskin<br>Pillsbury<br>alt sust<br>W-F 24,000                                | Dick Clark<br>Show<br>Beech-Nut<br>Life Savers<br>Mu-L 14,500   | Perry Mason<br>(7:30-8:30)<br>Van Heusen<br>Parliament<br>Sterling<br>Gulf, Hamm<br>My-F 25,700<br>(20 min.) | People Are<br>Funny<br>Toni alt<br>R. J. Reynolds<br>Au-F 24,000                      |
| ait<br>0 i<br>400            | Wagon Train<br>R. J. Reynolds<br>(various ½ hrs)   | <b>Zorro</b><br>AC Spark, 7-Up<br>A-F 37,000              | December<br>Bride<br>General Foods<br>Se-F 32,000  | Ed Wynn Show<br>L&M ait<br>Bulova<br>Sc-F 46,000             | Walt Disney<br>Presents<br>(8-9)<br>M-F 57,009<br>(1/4 hr.)    | Trackdown<br>Am Tobac<br>alt<br>Socony<br>A-F 33,500       | Further Advent, of Ellery Queen (8-9) RCA (various ½ hrs) My-F 27,500 (½ hr[)  | Jubilee, U.S.A. (8-9) Williamson- Dickie Hill Bros. Mu-L 12,500 | Lowell Thomas<br>High Adventure<br>Gen Motors<br>(Delco)<br>(7:30-8:30; 12/6)<br>D-F 225,000                 | °Perry Como (8-9) Kimberley-Clark, RCA & Whiripool V-L 129,000                        |
| nift<br>Sec<br>Sect          | Price Is Right<br>Lever, Speidel<br>Q-L 21,500   | The Real<br>McCoys<br>Sylvania<br>Sc-F 36,000             | Derringer<br>S. C. Johnson<br>W-F 38,000   | Concentration<br>Pharmaceuticals<br>Q-L 26,000               | Walt Disney<br>Hill Bros.<br>Kellogg<br>Reynolds Metal         | Jackie Gleason Lever alt Pharmaceuticals C-L 58,000        | Ellery Queen<br>Bell & Howell<br>(12/5 & 12/19)<br>Pillsbury<br>(12/5 & 12/19) | Jubilee, U.S.A.   | Wanted Dead<br>or Alive<br>Brn. & Wmson<br>W-F 39,000  | Chemstrand Polaroid Sunbeam Noxzema Amer Dairy Knomark                                |
| liotre<br>te<br>(00          | Milton Berle<br>Kraft<br>2-L 50,000<br> erry Lewis<br>U.S. Time Corp.<br>alt sust<br>(9-10; 12/10)<br>CV-L 240,000 | Pat Boone<br>Chevy<br>Showroom<br>Chevrolet<br>V-L 45,000 | Zane Gray S. C. Johnson alt General Foods W-F 45,000                                       | Behind Closed<br>Doors<br>L&M alt<br>Whitehall<br>A-F 38,000 | Man With A<br>Camera<br>General Elec.<br>A-F 26,000            | Phil Silvers<br>R. J. Reynolds<br>Schick<br>Sc-F 42,000    | M Squad<br>Amer. Tobac.<br>alt<br>Bulova<br>My-F 31,000                        | Lawrence Welk<br>Dodge<br>(9-10)<br>Mu-L 17,500                 | Gale Storm<br>Nestle alt sust<br>Se-F 39,500   | Steve Canyon L&M A-F 44,000 Dean Martin U.S. Time alt sust (9-10; 11/22) Mu-L 240,000 |
| ot et                        | Bat Masterson<br>Kraft, Sealtest<br>W-F 38,000   | Rough Riders<br>P. Lorillard<br>W-F 47,000†               | Playhouse 90<br>(9:30-11)<br>Amer Gas<br>alt<br>Kimberly-Clark<br>Dr-L&F 45,000<br>(½ hr.) | Ford Show<br>Ford<br>CV-L 38,000                             | 77 Sunset Strip<br>(9:30-10:30)<br>Amer. Chiele<br>My-F 72,000 | Playhouse<br>Lext alt<br>Schlitz<br>Dr-F 38,000            | The Thin Man<br>Colgate<br>My-F 40,000   | Lawrence Welk   | Have Gun, Will<br>Travel<br>Whitehall<br>alt Lever<br>W-F 38,000   | Cimarron City<br>(9:30-10:30)<br>sust<br>W-F 30,000                                   |
| 201 -<br>1013<br>(04<br>Rejo | This Is Your<br>Life<br>P&G<br>D-L 52,000  | Traffic Court   | Playhouse 90<br>P&G alt<br>Alistate<br>Elgin alt sust                                      | You Bet Your<br>Life<br>Toni, Lever<br>Q-L 51,750            | 77 Sunset Strip<br>Carter Prod.<br>Whitehall<br>Harold Ritchie | The Linc Up<br>P&G<br>My-F 34,000                          | Cavalcade of<br>Sports<br>Gillette<br>(10-concl)<br>Sp-L 45,000                | Music From<br>Manhattan<br>Manhattan Shirt<br>Mu-L 17,000       | Gunsmoke<br>L&M alt<br>Sperry-Rand<br>W-F 40,000   | Cimarron City<br>Pillsbury (11/9)<br>Bell & Howell<br>(12/6)                          |
| The a<br>10th<br>(x<br>480   | No net service   | John Daly News Whitehall, Lorillard N-L 6,000             | Show of Month<br>DuPont<br>(9:30-11; 12/18)<br>Dr-L 275,000                                | No net service   | John Daly News P. Lorillard, Whitehall N-L 6,000               | Person to Person P. Lorillard alt Revion 1-L 38,000        | Fight Beat<br>Bristol-Myers<br>Sp-L 3,000                                      |   |  | Brains & Brawn<br>L&M<br>Q-L 45,000   |

u) Music, (My) Mystery, (N) News, (Q) Quiz. (S) Serial, (Sc)
L preceding date means last date
dy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats.

L preceding date means last date
new show or sponsor in time slot.



To a child, one minute is as fascinating as the next. To a timebuyer, minutes are not child's-play. Judging each one by the company it keeps, he demands program surroundings that will show his client's commercials off to best advantage.

Enter VICTORY PROGRAM SALES—in the niche of time! And with the very properties today's timebuyers are seeking: 22 sales-proven series to meet your every programming need, around the clock. These off-the-network offerings, for example:

MEDIC: No one else in 1958 will offer a program that approaches MEDIC's prestige, production quality and dramatic content.

THE ADVENTURES OF HIRAM HOLLIDAY, starring Wally Cox: Recently bought by the Canadian Broadcasting Corporation for network showing, now available for local sponsorship in the U.S.

**PANIC:** New VPS release, already going big in the leading markets, including New York, Chicago, Detroit, Seattle.

**CAMEO THEATRE** (26 full-hour "Matinee Theatre" productions): Completely sold out on WWJ-TV, Detroit, within eight days... before the show had even hit the air, and to national advertisers!

Telecasters, there's not a minute to lose—not when it can be filled with VPS shows that hold such appeal for timebuyers who have turned clock-wise! Gentlemen, VICTORY is at hand!

## VICTORY PROGRAM SALES

A Division of California National Productions, Inc. Canadian Representative: Fremantle of Canada, Ltd.

ADVENTURES OF THE FALCON · CAMEO THEATRE · CAPTURED · CRUNCH AND DES DANGEROUS ASSIGNMENT · FRONTIER · HIS HONOR HOMER BELL · HOPALONG CASSIDY INNER SANCTUM · IT'S A GREAT LIFE · MEDIC · PANIC · PARAGON PLAYHOUSE · STEVE DONOVAN, WESTERN MARSHAL · THE ADVENTURES OF HIRAM HOLLIDAY · THE GREAT GILDERSLEEVE THE LILLI PALMER SHOW · THE VISITOR · VICTORY AT SEA · WATCH THE WORLD



## COMPA

| п   | SUNDAY  |   |  | N  | MONDAY   | •  | TUESDAY  |  |   |    |
|-----|---|---|--|--|--|--|--|--|---|----|
| ı.  | ABC   | CBS   | NBC  | ABC  | CBS  | NBC  | ABC  | CBS  | NBC   | 1  |
|     |   | Lamp Unto My<br>Feet<br>sust  |  |  | For Love or<br>Money<br>sust                                   | Dough Re Mi<br>sust  |  | For Love or<br>Money<br>sust                             | Dough Re Mi<br>sust   |    |
|     |   | Look Up & Live  |  |  | Play Your Hunch  | Treasure Hunt Ponds alt Lever P&G alt Mentholatum            |  | Play Your Hunch  | Treasure Hunt Al. Culver alt Dos Frigidaire alt Pharmaceuticals |    |
|     |   | The U.N. in Action sust   |  | Day In Court<br>General Mills                          | Arthur Codfrey<br>Standard Brands<br>Standard Brands           | Price Is Right Lever Bros alt Ponds Sterling alt Whitehall   | Day In Court<br>Beech-Nut Life<br>Savers, Gillette               | Arthur Godfrey Pharmaceuticals alt sust Libby alt Ronson | Price Is Right<br>Lever alt Sunshine<br>Stand Brands            | e  |
| Bis | shop Pike<br>sust   | Camera Three  |  | Peter Lind Hayes<br>Gillette Co.<br>Shulton            | Top Dollar<br>Colgate  | Concentration<br>Pharm. att Lever<br>Armour alt Culver       | Peter Lind Hayes<br>Amana Refrig.                                | Top Dollar<br>Colgate                                    | Concentration Frigidaire alt Pharma. Lever alt Alberto Culver   |    |
| Cc  | llege News<br>onference<br>sust   |   |  | Peter Lind Hayes<br>Gen Foods<br>Sunshine<br>alt Lever | Love of Life<br>sust<br>Amer. Home Prod<br>alt sust            | Tic Tac Dough Ponds alt Dow P&G                              | Peter Lind Hayes<br>Shulton alt<br>Armour & Co.<br>General Foods | Love of Life<br>Quaker alt Libby<br>Amer Home            | Tic Tac Dough<br>Stand Brands<br>P&G                            |    |
| ol  | ns Hopkins<br>File 7  | Face the Nation<br>sust   |  | Mother's Day<br>Minn. Mining<br>Johnson & Johnson      | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G          | It Could Be You<br>Whitehall alt<br>Menthol<br>Ponds alt P&G | Mother's Day<br>Beech-Nut alt<br>Lever alt<br>Seeman Bros.       | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G    | Al Culver alt Pharmaceuticals Armour alt P&G                    | U  |
| 0   | pen Hearing   | Football Preview (15 mln. prior game) Carter alt Gen Mills                        |  | Liberace<br>Armour & Co.<br>Gen Foods                  | No net service<br>News (1:25-1:30)                             | Close-Up<br>eo-op  | Liberace<br>Armour & Co.<br>Minn. Mining                         | No net service  News (1:25-1:30) sust                    | Close-Up<br>eo-op   | 1  |
|     |   |   | Frontiers of Faith                             | ТВА  | As the World Turns P&G Sterling alt Carnation                  | Howard Miller  | TBA  | As the World<br>Turns<br>P&G<br>Sterling alt<br>Miles    | Howard Miller   | ١  |
|     |   |   | Mr. Wizard                                     | Chance For<br>Romance<br>Gen Foods<br>Amer Home        | Jimmy Dean Show<br>sust  | Truth or<br>Consequences<br>sust                             | Chance For<br>Romance<br>Chesebrough-Ponds<br>Bristol-Myers      | Jimmy Dean Show<br>Libby alt sust<br>Miles<br>alt sust   | Truth or<br>Consequences<br>sust                                | İ  |
|     |   |   | NBA—Pro<br>Basketball<br>Bayuk Cigars<br>(1/4) |  | Art Linkletter Stand Brands alt Lever Standard Brands Van Camp | Haggis Baggis<br>sust<br>Menthol alt sust                    |  | Art Linkletter Swift alt Toni Kellogg                    | Haggis Baggis<br>sust   |    |
|     |   |   |  | Beat The Clock<br>Gen Foods<br>Lever                   | Big Payoff<br>Colgate  | Today Is Ours sust Sterling alt sust                         | Beat The Clock<br>Beech-Nut<br>Cheesbrough-Ponds                 | Big Payoff<br>sust                                       | Today Is Ours<br>P&G alt Nablace<br>sust                        | 9  |
|     | Roller Derby<br>sust alt<br>Gold Seal Co.   |   |  | Who Do You<br>Trust?<br>Bristol-Myers                  | Verdict Is Yours<br>Stand Brands<br>Bristol-Myers              | From These Roots P&G sust                                    | Who Do You<br>Trust?<br>Johnson & Johnson<br>Minn Mining         | Verdict Is Yours Gen Mills alt Carnation Swift alt Toni  | From These Root   | ** |
|     | Roller Derby  |   |  | American<br>Bandstand<br>Easteo,<br>Lever              | Brighter Day P&G Secret Storm Amer Home Prod                   | Queen for a Day Ponds alt sust P&G                           | American<br>Bandstand<br>Welsh<br>Lever, Carter                  | Brighter Day P&G  Secret Storm Gen Mills alt Quaker      | Queen for a Day<br>Standard Braods<br>P&G                       | 4  |
|     | Bowling Stars<br>Amer Machine   | Network News  |  | American<br>Bandstand                                  | Edge of Night P&G Pharmaceutleais                              | County Fair<br>sust<br>Sterling<br>alt Lever                 | American<br>Bandstand  | Edge of Night P&G Sterling alt Miles                     | County Fair<br>Dow alt sust<br>sust sit<br>Lever                | ĺ  |
| 1   | Paul Winchell<br>artz, Gen Mills<br>Peter and Wolf<br>innesota Mining<br>(5-6; 11/30) | Game of Politics<br>sust<br>*Conquest<br>Monsanto<br>(5-6; 12/14)                 | Omnibus<br>(5-6 alt wks)<br>Aluminium Ltd.     | American<br>Bandstand<br>eo-op                         |  |  | American<br>Bandstand  |  |   |    |
|     | Lone Ranger<br>Geo Milis<br>Cracker Jack<br>Smith Bros.<br>A C Gilbert                | Amateur Hour<br>Pharmaceuticals<br>°N. Y.<br>Philharmonic<br>Lincoln (5-6; 11/30) | NBC Kaleidoscope<br>(5-6 alt wks)<br>sust      | Mickey Mouse<br>Club<br>Gold Seai<br>Bristol-Myers     |  |  | Walt Disney's<br>Adventure Time<br>P&G, Mars<br>Mattel           |  |   |    |

\*Talent costs: Peter and the Wolf, \$200,000; Conquest, \$225,000; N. Y. Philharmonic, \$150,000.

HOW TO USE SPONSOR'S
NETWORK TELEVISION
COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (46, 47) includes regularly scheduled programing 22 Nov. to 19 Dec., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

## GRAPH

## 22 NOV. - 19 DEC.

| 4                          |  |   |  |  |  |  |   |  |  |   |  |
|----------------------------|--|---|--|--|--|--|---|--|--|---|--|
| DAI                        | ESDAY  |   | THURSDAY   |  |  | FRIDAY   |   |  | SATURDAY   |   |  |
|                            | NBC  | ABC   | CBS  | NBC  | ABC  | CBS  | NBC   | ABC  | CBS  | NBC   |  |
| 9   H                      | Dough Re Mi<br>Gold Seal<br>(11/26-12/10)              |   | For Love or<br>Money<br>sust                                   | Dough Re Mi<br>sust<br>Mentholatum                         |  | For Love or<br>Money<br>sust<br>Lever alt sust                   | Dough Re Mi<br>sust<br>Armour   |  | Captain Kangaroo<br>Partie<br>Schwinn              | Howdy Deody<br>Continental<br>Baking              |  |
| H ch                       | Treasure Hunt Helnz alt Brillo Corn Prod alt P&G       | J. L. Hudson<br>Thanksgiving<br>Day Parade<br>Chrysler<br>(10:15-11; 11/27) | Play Your Hunch<br>sust<br>Scott alt sust                      | Plisbury sit Frigidalre P&G alt Helnz                      |  | Play Your Hunch<br>Swift alt sust<br>Lever alt sust              | Gen Mills alt Ponds Whitehall alt Sterling                                |  | Mighty Mouse<br>Gen Foods alt<br>Colgate           | Ruff & Roddy<br>Gen Foods<br>alt Mars             |  |
| を言る                        | Frigidaire Sterling Sandura alt Pilisbury              | Day in Court<br>Amer Home<br>Johnson & Johnson                              | Arthur Codfrey<br>sust alt<br>Pharmaceuticals<br>Stand Brands  | Price Is Right Al. Culver alt Lever Bros Miles alt Menthol | Day In Court<br>Bristol-Myers<br>Amer Home               | Arthur Godfrey<br>U.S. Steel alt sust<br>Gen Mills alt<br>Ronson | Price Is Right<br>Lever alt Corn Prod<br>Stand Brands<br>alt<br>Gen Mills | Uncle Al Show<br>(11-12)<br>Nstional Biscuit   | Heckie & Jeckie<br>Swift alt sust<br>General Mills | Fury<br>Borden<br>alt Gen Foods                   |  |
| 10                         | Concentration<br>Heinz alt Miles<br>Sabisco alt Armour | Peter Lind Hayes<br>Nestle<br>Chesebrough-Ponds                             | Top Dollar<br>Colgate  | Concentration Pillsburg alt Lever Heinz alt Whitehall      | Peter Lind Hayes<br>Minn. Mining<br>Gillette             | Top Dollar<br>Colgate  | Concentration Dow alt sust Lever  | Uncle Al Show                                  | Adventures of<br>Robin Hood<br>sust                | Circus Boy<br>Mars alt<br>sust                    |  |
| W = 1 = F                  | Tic Tac Dough Helnz alt Pillsbury P&G                  | Peter Lind Hayes<br>Amer Home<br>Gen Foods                                  | Love of Life<br>Scott<br>Amer Home                             | Tic Tac Dough Al. Culver alt Helnz P&G                     | Peter Lind Hayes<br>Gen Foods<br>Beech-Nut               | Love of Life Atlantis alt sust Lever alt sust                    | Tic Tac Dough<br>Gen Mills alt<br>Sunshine<br>P&G                         |  |  | True Stery  |  |
| R S S                      | Whitehall alt Pharmaceuticals Corn Prod alt Brillo     | Mother's Day<br>Armour<br>Reynolds Metals                                   | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G          | If Could Be You<br>Miles alt Pillsbury<br>P&G              | Mother's Day<br>Gen Mills alt<br>Nestle<br>Bristol-Myers | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G            | Stand Brands alt Ponds P&G alt Corn Pred                                  |  |  | Detective Diary<br>Sterling Drug<br>sust          |  |
| ier e                      | Close-Up<br>oo-op                                      | Liberace<br>Reynolds Metals<br>Gen Foods                                    | Thanksgiving Day Football (12-2; 11/27)  News (1:25-1:30) sust | Close-Up<br>co-op  | Liberace<br>Beech-Nut<br>Armour                          | No net service  News (1:25-1:30) sust)                           | Close-Up<br>co-op   |  |  | No net service                                    |  |
| Wo<br>es<br>11 lby         | Howard Miller  | TBA   | As the World Turns P&G Pillabury                               | Howard Miller  | тва  | As the World Turns P&G Swift alt Sterling                        | Howard Miller   |  | Pro-Football<br>co-sponsorship                     | No net service                                    |  |
| ıw                         | Truth or<br>Consequences<br>sust<br>sust               | Chance For<br>Romance<br>Johnson & Johnson<br>Nestle                        | Jimmy Dean Show Lever alt Van Camp Brn & Wmsn alt Lever        | Truth or<br>Consequences<br>sust<br>sust                   | Chance For<br>Romance<br>Gen Foods                       | Jimmy Dean Show Kodak alt sust Gerber alt sust                   | Truth or<br>Consequences<br>sust  |  |  | No net service                                    |  |
| Bro<br>Lott                | Haggis Baggis<br>sust<br>Brillo alt sust               |   | Art Linkletter Kellegg Pillsbury                               | Haggis Baggis<br>sust<br>Alberto Culver<br>alt sust        |  | Art Linkletter Lever Bros Swift alt Staley                       | Haggis Baggis<br>Lever alt sust   |  |  | Wheaties Sport:<br>Page<br>General Mills          |  |
| avot<br>sta                | Today is Ours P&G Heinz (L 12/17) alt Sterling         | Beat The Clock<br>Gen Foods<br>Armour                                       | Big Payoff<br>sust   | Today is Ours<br>P&G alt Armour<br>sust alt Heinz          | Beat The Clock<br>Gen Foods<br>Seeman Bros.              | Big Payoff<br>Colgate  | Today Is Ours P&G Sterling alt sust                                       |  |  | NCAA Football<br>Games<br>Bayuk Clgars            |  |
| ter<br>ter<br>trace<br>alt | From These Roots P&G alt sust Frigidaire alt sust      | Who Do You<br>Trust?<br>Amana Refrig.                                       | Verdict Is Yours<br>Sterling alt Scott<br>Libby<br>alt Scott   | From These Roots P&G sust                                  | Who Do You<br>Trust?<br>Gen Foods<br>Beech-Nut           | Verdict Is Yours Gen Mills alt Atlantis Gan Mills alt Lever      | From These Root P&G alt sust sust   |  |  | (% sponsorship)<br>various times<br>various dates |  |
| to:                        | Queen for a Day<br>Corn Prod elt<br>Pillsbury<br>P&G   | American<br>Bandstand<br>5th Ave Candy<br>Mennen Shulton                    | Brighter Day P&G Secret Storm Scott alt Amer Home              | Queen for a Day Al. Culver alt Miles sust                  | American<br>Bandstand<br>Gen. Mills<br>5th Ave. Candy    | P&G  Secret Storm Amer Home Prod alt Gen Mills                   | Queen for a Day<br>Whitehall sit<br>Corn Prod.<br>P&G                     |  |  |   |  |
| Nij<br>a<br>la             | County Fair Frigidaire alt Gen Mills sust alt Sterling | American<br>Bandstand<br>Gillette   | Edge of Night P&G Pillsbury                                    | County Fair<br>Nablsco alt<br>sust<br>Sandura alt Lever    | American<br>Bandstand<br>Easteo                          | Edge of Night P&G Amer Home alt Sterling                         | County Fair Sterling alt Gold Seal Lever alt sust                         |  |  |   |  |
|                            |  | Tales of the<br>Texas Rangers<br>Sweets Co.<br>Gold Seal                    |  |  | American<br>Bandstand<br>co-op                           |  |   | All-Star Golf<br>Miller Brew<br>Reynolds Metal |  |   |  |
|                            |  | Walt Disney's<br>Adventure Time<br>P&G, Miles                               |  |  | Mickey Mouse<br>Club<br>Gen Mills<br>alt Sweets          |  |   | All-Star Golf                                  | Lone Ranger<br>Nestle alt<br>Gen Mills             | !   |  |

grams not listed are: Tonight, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS, Sunday, 11:11:15 p.m. (Carter and Whitehall); Today, NBC, 7:00-9:00 a.m., Monday-Friday, participating; News CBS, 7:45-8:00 a.m. and 8:459:00 a.m., Monday-Friday, All times are Eastern Standard.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs has been discontinued. Show costs and descriptions are included in the charts on pages 46 and 47.



## Pleasure up..."



"Pleasure up your smoking with Hit Parade."

That's the theme of one of the most important advertising campaigns in the nation: Hit Parade's campaign on radio. Hit Parade, a national advertiser, selected these Philadelphia radio stations to reach and register with nearly everybody in Delaware Valley, U.S.A. As The American Tobacco Company said, "Radio offers speed, penetration, saturation, continuity, personal selling, personal merchandising, excitement, enthusiasm, and coordination; combination of other media can reach so many people at a comparable cost-per-thousand." So whether you need all five stations or one (we know one)—use Philadelphia radio, and "pleasure up" your selling.





Storer Radio

WIBG

WWVA

WAG

WGBS

WSPD

W Cle WJB



## TV RESULTS

#### **AUTOMOBILES**

SPONSOR: Rosen-Novak

AGENCY: Direct

Capsule case history: Rosen-Novak, Omaha car dealer, has been a charter advertiser on KETV, also of Omaha, since the station signed on the air over a year ago. Rosen has had such outstanding results that he has twice renewed for 13-week periods. The company has been co-sponsor of KETV's highly successful Movie Masterpiece (first-run feature films), Thursdays beginning at 9:35 p.m. The company uses one of the massive KETV studios to produce its live commercials, with Rosen or one of his sales force, his wife and a KETV announcer delivering the announcement. These commercials have been so successful. Rosen has developed a sizable personal following. A different car is displayed for each message and the results are phenomenal. "It is rare for a car to remain in our showrooms for more than 24 hours after its appearance on KETV," states Ed Rosen, part owner. "Our television advertising is doing exceptionally well and volume is continuing at a high level."

KETV, Omaha Program

#### **AUTO & CLOTHING**

SPONSORS: Van-Trow Cadillac and Olds Co. AGENCY: Direct and Silverstein's Fashions

Capsule case history: Van-Trow Cadillac and Olds Co., a steady advertiser on KNOE-TV, and Silverstein's Fashions sponsored a 30-minute spectacular following the Bing Crosby special in November on KNOE-TV, Monroe, La., to showcase the new 1959 Cadillac and latest women's fashions. Replicas of every Cadillac made from the first year to the present were displayed along with the women's fashions for the corresponding year. The entire show including time. talent and extras cost only \$250-\$125 each. Van-Trow had made special arrangements to display the new 1959 Cadillac on the show and to also give immediate delivery to any buyers. As a direct result of the show the dealer sold three 1959 Cadillacs the following day to people who had never owned one before. Silverstein's reported the Fest Thursday in its entire 30-year history. Even the Dodge dealer who watched the show called KNOE-TV for a similar show for Dodge. Van-Trow reports consistently high results from tv.

KNOE-TV, Monroe, La. Program

#### **AUTOMOBILES**

SPONSOR: Riverside Motors

AGENCY: Direct

Capsule case history: Joe Leveno, who owns Riverside Motors, a Cadillac-Oldsmobile agency in Goshen, Ind. (pop. 10,000), admits he could scarcely exist without the extended marketing range television gives him. Leveno places 90% of his ad budget on WSJV-TV, South Bend-Elkhart. He uses no other tv or radio advertising. In the three years he has been advertising on tv. business has increased over 700% -about 600 cars per year. Riverside sponsors feature films on WSJV-TV and Leveno does his own commercials. The commercials are strictly ad lib, delivered live in the WSJV-TV studios in Joe's picturesque, slightly Continental accent. As a result he has become a local celebrity, and is equated with big-name talent on the local scene. "On a comparative basis of audience volume delivery, television costs were far lower," Leveno noted. "A single telecast could reach more people than dozens of newspapers or billboards ads."

WSJV-TV, South Bend-Elkhart

54

Program

#### SHOES

SPONSOR: Jarman Shoe Store AGENCY: Direct

Capsule case history: A short time ago Jarman Shoe Store of Charlotte, N. C., purchased a single announcement on WSOC-TV's Kilgo's Kanteen, seen Saturdays from noon to 1:00 p.m., to advertise the store's new Italian style square toe shoes. Jarman was prompted to buy in Kilgo's Kanteen because the program leads its time period with an ARB average of 14.7 and because of Jimmy Kilgo's tremendous popularity. Almost immediately Jarman experienced an increase in business as a steady flow of new customers came to the store. In just a few weeks Jarman's had sold its entire stock of Italian shoes. The style was restocked and Jarman repeated its first success and completely sold out its new supply. "Incidentally, I want to thank you for returning the pair of shoes used as props on Saturday's show," wrote Al Murray of Jarman. "A customer was ready to buy them just as you walked in. I am truly amazed at this success."

WSOC-TV, Charlotte, N. C.

Appouncements



## The tale of the Cool Muffler

Like upon a time there was a man named ax Ross who was distributor in a town called liskegon for mufflers called Midas.

bw, Max was no ordinary distributor, contuto lean on national advertising to sell his ufflers. Max was one of those fellows somenes called a "go-getter". When the man m WOOD-TV called, he popped.

It you know about those go-getters. They're tigh—keep asking for things like imaginan, interest, sell. And in local TV production, settimes these elements are a little tricky thind.

It, did he have troubles at WOOD-TV?

Not a minute. Without a lot of huffing and puffing he got local commercials that had (1) imagination (2) interest (3) sell.

The week of the World Series, staffman Melvoin characterized Casey Stengel; when Elfrida Von Nardroff went to defeat on "21", Melvoin was Elfrida Von Midas. Here he does a takeoff under the moniker of Jazzmo Midas.

Now, because he's a go-getter and because he uses WOOD-TV-produced commercials that have (1) imagination (2) interest (3) sell — Max is distributor for Midas Mufflers in Muskegon (pause) Grand Rapids (pause) and Kalamazoo.

If you have a client who is a go-getter, tell 'im about WOOD-TV and he'll prosper like Max. If he's a meat head, tell 'im anyway. Together, we might make him successful in spite of himself.

Now, call that Katz cat that's been hanging around your door.

WOOD-TV is first - morning, noon, night, Monday through Sunday - May '58 ARB Grand Rapids

WOOD-AM is first - morning, noon, night, Monday through Sunday - April '58 Pulse Grand Rapids

Everybody in Western Michigan is a WOODwatcher



## WOOD AW

WOODland Center, Grand Rapids, Michigan

WOOD-TV - NBC Basic for Western and Central Michigan: Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing. WOOD - Radio - NBC.

## What are the prime considerations

With advertisers capitalizing more on stars in commercials ad men discuss factors to be considered in preparing this type announcement.

Arthur Bellaire, vice president in charge of radio tv copy, Batten, Barton, Durstine & Osborn, Inc.

"Take my word for it, folks" may have been a magic selling phrase a few years back, but the star personality today needs more than that if he is



Give the star something to do

going to do any advertiser any good as a ty salesman.

Assuming that the product and copy approach are basically sound, the use of a star personality can add importance—and sometimes authority—to the selling message providing a few simple precautions are followed:

- Be sure he knows what he's talking about. A last-minute glance at a cue card at rehearsal hardly constitutes adequate preparation. Any such lack of background may show through. When possible, get an hour or a day of his time and impress upon him the meaning of what he will say about the product. With this kind of orientation he will speak out with more enthusiasm and confidence.
- 2. Write to his style of delivery or allow him to choose his own words. Outside of the basic theme line and product name. there should be few, if any, stet phrases to tie him down.
- 3. Give the star something to do or show. He'll do better with visual proof of the product's superiority. He should employ every device which will allow him to demonstrate the product.
- Encourage integration of the commercial with the show format.

Much easier on a live show, of course, than on the less flexible film show. More practical, with the variety or quiz format than with tense drama.

5. Beware of the tricked-up lead-in. The star's own writers sometimes try too hard to be helpful by dreaming up a left-field situation to set up the commercial. Unnecessary in most cases. The viewer knows and accepts a commercial when it comes. Sugar-coating may only label the commercial as a pill and thereby make it harder to swallow.

6. Avoid the tricked-up lead-out. Another common device, especially among comedy presenters, is to pay off at the end of the commercial a gag which began in the lead-in. This only serves to remove the product name from the viewer's mind.

It is sometimes necessary for the advertiser to make a concession or two in order to secure the selling cooperation of the star. Well worth it as long as certain basic qualities such as simplicity and demonstration—qualities we have come to attribute to effective selling—are retained as well.

Norman King, president of Celebrity Consultants, Ltd., New York

Use of stars in advertising is nothing new. For years print advertisers have used stars and star names with continued success in testimonials and en-



Identify the product with the star

dorsements. Television has been unaccountably slow in following suit. But the eclipse is over, and more and more astute tv advertisers are hitching their commercial bandwagons to a star.

That star personality commercials are extremely effective in general is true beyond a doubt; the decades of carloading air salesmanship of such stalwarts as Arthur Godfrey is ample evidence. In fact, any sponsored television show, live or otherwise, which does not use its star to deliver the commercials is missing an odds-on bet. It becomes, in effect, a glorified spot carrier, and misses out on the chief advantage of sponsorship. The use of a star insures attention and prestige, and usually results in greater sales volume for the advertiser.

Certain performers become stars because they are adulated by the public. People look at them, trust them and believe in them. By what psychologists term 'halo effect,' this star worship extends far beyond the performers' individual talent and art to almost all fields of knowledge and endeavor. The star is therefore wise, but most important, he is sincere. Viewers reason that stars wouldn't perjure themselves for money because they have plenty. Therefore they believe what the star is saying and are moved to buy heavily.

The star should give a commercial two basic ingredients: conviction and believability. For example, if Jayne Mansfield or Tina Louise appears before the cameras using Toujous L'amour perfume, it packs much more of a wallop than if a star less identified with sex appeal were featured.

Identification is an extremely important factor in television, and it is essential that people identify the product with the individual who delivers the commercial. The right star heightens the commercial interest, upgrades the product image, and strengthens the endorsement.

Since the use of stars has proven highly effective, some advertisers have exhibited a tendency to pay exorbitant, runaway prices for radio and television announcements, newspaper and magazine ads. This is extremely wasteful and inefficient. As in all other aspects of advertising, tight cost control must be maintained. Our experience in public relations and product merchandising is that it is usually not necessary or advisable to pay more than

## ing a star?

\$1,000 for the top names in the country, and for example, two of the personalities we represent in the celebrity field, Jayne Mansfield and Tina Louise, are priced within this ceiling. The price of a star or celebrity varies, of course, with the product or service endorsed, but too high talent charges negate the extra efficiency the stars produce, and even reduce this highly effective advertising device to a losing proposition.

Effective use of the star will reap twice the sales effectiveness for a given rating. Remember, it's not the costper-1,000 homes but the cost-per-1.000 unit sales that really matters.

Rollo Hunter, vice president and director of radio/tv, Erwin Wasey. Ruthrauff & Ryan, Inc., New York

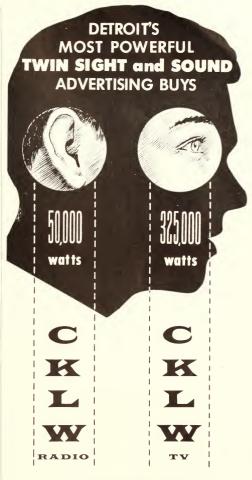
Believability should rank first, followed closely by that old standby, sincerity. And certainly there should be



Believability is first

no trace of tarnish on the badge of authority: the overexposed star loses brightness fast.

To give the personality a fighting chance to be effective, the copywriter must put the commercial on the right track at the outset. Standard announcer phraseology won't do. The star has to sound like himself to be believed. If you give him a lot of hard-sounding slogans to roll around in his mouth, he'll probably seem selfconscious, no matter how great an actor he might be. That, in turn, can give the whole commercial a false ring. Or mismatching personality and copy may impart an unwanted comedy slant. as it would if you asked somebody like Jack Parlance or Buddy Baer to Please turn to page 76)



#### GUARDIAN BLDG. DETROIT

ADAM YOUNG, INC. National Representative

J. E. Campeau President

National and regional spot buys in work now or recently completed



Creating more sales for your advertisers depends upon prizes of real value, prompt and trouble-free delivery and the services of a specialist.

The S. Jay Reiner Company is a nation-wide merchandising organization providing ideas, free prizes and a completely coordinated service for Radio and TV stations, agencies and sponsors of audience-participation shows.

One such client, Station WCPO-TV of Cincinnati, Ohio, writes: "After you have done this tremendous job, I really want to thank you. I really can say no company can deliver like your company does."

S. Jay Ringr Company, Inc.

155 Mineola Blvd, Mineola, N.Y.
TELEPHONE: Ploneer 7-5300
Eleven Years in Business •

even Years in Business • Eleven Years of Dependability

## 2nd consecutive AP AWARD

For the second consecutive year WIS Radio has received the South Carolina Associated Press Superior Award for outstanding news coverage.

Let WIS, an NBC affiliate for 27 of its 28 years, carry your sales message to the growing, diversified, industrial and agricultural market it covers.



G. Richard Shafto, Exec. Vice President
W. Frank Harden, Managing Director
Represented Nationally

Represented Nationally by Peters, Griffin, Woodward, Inc.



## SPOT BUYS

#### TV BUYS

General Foods Corp., White Plains, is planning a campaign in major markets to promote its Tang orange concentrate. The schedules start in December for three weeks. Minutes during nighttime segments are being lined up. Frequencies vary from market to market. The buyer is Jim Scala; the agency is Young & Rubicam, Inc., N. Y.

J. A. Folger & Co., Kansas City, is kicking off a campaign for its coffees. Schedules run for six weeks. Minutes, 20's and LD.'s are being used, both daytime and nightime segments. Frequencies depend upon the market. The buyer is Al Randall; the agency is Cunningham & Walsh, Inc., New York.

The Borden Co., Inc., New York, is going into selected top markets for its Instant Potatoes. The schedules are for 13 weeks; minutes and 20's during both daytime and nighttime slots are being slotted. The buyer is Chips Barrabee; the agency is Lennen & Newell, Inc., New York.

Lever Bros. Co., New York, is testing schedules in various markets for its Lifebuoy Soap, the first time it has been in spot tv for this product in several years. Initial schedule is for four weeks in about 15 markets. Minutes during nighttime periods are being used. Frequencies vary from market to market. The buyer is Ed Fonte; the agency is Sullyan, Stauffer, Colwell & Bayles, Inc., New York.

#### **RADIO BUYS**

Tetley Tea Co., Inc., New York, is preparing a campaign in top markets for its teas. The schedules start 5 January for 10 to 13 weeks, depending upon the market. Minutes during daytime periods are being placed. Frequencies vary from market to market. The buyer is Bob Karlan; the agency is Agilvy, Benson & Mather, Inc. New York.

K.L.M. Royal Dutch Airlines, North American Div., is planning a campaign in major markets to promote its travel. The markets are New York. Chicago, Washington, D. C., Philadelphia, Miami, San Francisco, Los Angeles and Houston. The schedules are short term: one through 13 December and five through 24 January. Minute announcements during daytime periods are being slotted. Frequency depends upon the market. The buyer is Vincent De Luca; the agency is Erwin, Wasey. Ruthrauff & Ryan, Inc., New York.

Kelvinator Div., American Motors Corp., Detroit, is going into top markets to advertise its Kelvinator electrical equipment line. The schedules start 12 January for 10 alternate weeks; this is the second half of the campaign that started 3 November. Minute during daytime segments are being aired. Frequency varies from market to market. The buyer is Betty Powell; the agency is Geyer Advtg., N.Y.



Now! 50,000 watts



Represented nationally by the Henry I. Christal Co., Inc.



\*5,000 nighttime





## FILM-SCOPE

29 NOVEMBER 1958 SOR PUBLICATIONS INC

- A 1958-59 season interim report on syndication sales and programing points up these two factors:
- 1. A striking increase in spending among regional and national advertisers who are new to syndication.
- 2. A new vitality for syndication has sprung up among the smaller companies, marked by brisk and aggressive production plans.

Here is the sales/programing picture, company-by-company:

ABC Films: Closing renewals of 26 Men.

AAP: Although part of United Artists Associated, still using AAP name.

CBS Films: Making an all-out bid to lure new coin into the syndication purse . . . Sold U. S. Border Patrol to Amoco and Rendezvous to Humble Oil . . . Renewed Whirlybirds to Conoco and Annie Oakley to Continental Oil.

CNP: Sold Flight to Schlitz and moving off-network shows, including Matinee Theater.

GAC: Trying to break into films with eight shows in planning.

GKS: Revitalized with five new programs in production.

Guild: Its Syndi-Tape division is making a bid for dominance of station sales of tape syndication.

Flamingo: Increasingly active, especially in handling re-runs.

ITC: In production with Tom Swift, Four Just Men and a Saturday Evening Post series, all of which may be offered to network buyers first. Also a factor in sale of off-network programs.

MCA-TV: Will produce a second year of Mike Hammer series despite absence of any major regional business.

MGM: Not yet in syndication programing.

NTA: Sold U. S. Marshal to Budweiser and will put into syndication William Tell, George Jessel and Walter Winchell File.

Official: Will offer Counter Thrust and several re-runs.

Screen Gems: Selling Rescue 8 and will produce Stakeout plus one other show.

Telestar: Will produce and syndicate Counterspy.

United Artists Tv: Has five shows planned which might go into syndication if network deals are not closed.

Ziv: The leading syndication producer with six shows so far in calendar 1958 . . . Ballantine buying both fourth year of Highway Patrol and the new show, Bold Venture . . . Standard Oil of California renewed Sea Hunt for a second year . . . Other major regionals being Brown and Williamson on Mackenzie's Raiders, Olympia on Target and Pillsbury's on Dial 999.

There may be a strong connection in the logistics of programing between the drying up of feature film stockpiles and the introduction of tape syndication.

Note how station film buyers are watching tape closely to see how its appeal compares with other program sources such as off-network shows and the remaining feature film libraries.

The flow of new national money into syndication continued last week with Dow Chemical's buy of CBS Films' Colonel Flack.

Recently Dow used only participations on NBC TV and occasional local weathercasts.

The revival of interest in promotion this season was evinced by the large turnout of syndicators at the BPA at St. Louis—more than twice as many syndication people answered the roll as at last year's meetings.

The new role of promotion is clearly two-sided:

- On the local scene promotion men have more status than they've enjoyed in years, with promotion pressure often spelling station supremacy in tightly competitive cities.
- Promotional weight in the form of advantages and/or concessions is playing an increasing role in film sales.

Note these major companies present at St. Louis this year: ABC, CBS, CNP, MGM, NTA and Ziv.

A radical promotion formula, linking promotion and sales, is being taken out from under the wraps by NTA.

Here's how it works:

- 1. NTA sponsors will get a promotional bonus amounting to 10% of the dollar volume of all film buys.
- 2. Half of the amount will be spent by NTA to hire local promotion and exploitation men to push the show.
- The remaining 5% will be spent by NTA in promotion materials posters, premiums and a wide variety of p-o-p items.

The thinking behind the NTA plan is this: when all other things are equal, the program with the most promotional advantages has the best sales chance.

Also, NTA for the first time will recruit many professional exploitation men throughout the country available to work on special campaigns.

COMMERCIALS: American commercials are talky, complicated and ineffectual, according to French film producer Andre Sarrut.

In an exclusive FILM-SCOPE interview, Sarrut acknowledged the technical supremacy of U. S. commercials, but blasted a number of agency practices, such as these:

- Ad execs, usually men, failing to understand the viewpoint of women, who control buying power.
- Too much reliance on statistics and not enough confidence in the creative instinct of commercials planners.
- When a commercial is designed by a committee, the compromise that results misses many
  of the aims it set out to achieve.

Sarrut, one of France's largest commercials and features producers, thinks commercials should be emotional, suggestive and entertaining rather than logical, explicit and informative.

His visit to the U. S. was to set up a subsidiary here, Telefrance of Chicago. (See FILM-SCOPE, 22 November.)

Major corporations are exploring new ways of using music in commercials this season to get identification for their industry and products.

Both U. S. Steel and DuPont, for example, have gone into large-scale musical productions, the former company to promote steel in general and the latter, to move its synthetic fabrics. (Both accounts are at BBDO.)

Incidentally, the producer of both these commercials, Robert Swanson, last week formed his own company in New York to make musical commercials for both television and radio.



29 NOVEMBER 1958
Copyright 1958
appensor Publications Inc.

## **WASHINGTON WEEK**

Have you noticed on several occasions WASHINGTON WEEK calling attention to a movement within the FCC toward more and more serious involvement in the field of station programing responsibilities?

This finger-pointing was based on off-the-record chats, but now there's plenty of confirmation on the public record. To wit:

The FCC this week adopted a "notice of proposed rule making" looking toward simplifying but not greatly changing tv, am and fm application forms. There was one dissenter, Commissioner T. A. M. Craven.

In his dissent, Craven laid bare the intentions of the FCC along these lines: he said the Commission is getting deep into censorship, a field forbidden it under the Communications Act.

He noted that the majority denies any intention to censor, but added that "the Commission has successfully sought to bring recalcitrant licensees into line with its concept of what constitutes programing in the public interest through the adoption of the ex post facto judicial method of condemnatory action in connection with their applications for license renewals."

This was a reference to the holdup of license renewals for independent radio stations in Allarta and a radio station in Virginia. All of these promised to do better in the future. The Virginia station had its license renewed and it is expected that renewals will follow for those in Atlanta.

It is this tactic which the Commission majority expects to follow in future cases. Craven took the position that the FCC is not qualified to set up any set of programing standards for such a broad range of stations. Big city, small town, rural, one-in-a-market, many-in-a-market, etc. He said the FCC is exceeding its authority in even asking programing questions in original contests for frequencies and channels, because it is not qualified to judge which proposal is most in the public interest.

He acknowledged that he had been unable to convert the other six commissioners to his point of view. Commissioner Craven made it clear he was not dissenting to the actual move to cut the paperwork in license applications, but merely to the FCC's "refusal to recognize and eradicate the freedom of expression problem which plagues the broadcast industry."

Office of Civil and Defense Mobilization director Leo A. Hoegh, acting on behalf of the President, has set up a Special Advisory Committee on Telecommunications.

The Committee will "review the role of the Federal Government in the management of U. S. Telecommunications, including the allocation of the radio spectrum."

Hoegh said the committee will not be concerned with existing regulatory powers or proturn of the FCC, nor will it make studies of the detailed **problems of radio frequency** 

He noted the development of satellites and space vehicles as among the problems putting pressure on spectrum space.

Thus broadcast industry lobbying against a Senate probe on this issue during the closing days of the 85th Congress may have proven a boomerang.

Now the President has beaten Congress to the punch with a 5-man committee **notably** for the lack of members familiar with broadcasting. The same sort of study will now be made by a government group, responsible to the military, and less likely to find it advisable that the military give up VHF space to television.

But much more likely to find wasted spectrum space in commercial broadcasting that a non-government committee would have been.



29 NOVEMBER 1958
Copyright 1858
SPONSOR PUBLICATIONS INC.

## **SPONSOR HEARS**

A piece of the \$5-6-million Charles Pfizer & Co. account seems to be up for grabs.

Among Pfizer's six agencies are Dowd, Redfield & Johnstone (which has the proprietaries), and Leo Burnett (which handles agricultural sales).

Despite the enormous tv spot prosperity, individual account mortality continues to mount.

Reps anticipate renewals from only 40-50% of the advertisers whose contracts are due to expire at the end of December.

The latest merger rumor involves Carter and Lorillard.

If it happens, though, it will be a reverse of the R. J. Reynolds-Warner-Hudnut alliance, where the tobacco giant absorbed the drug-toiletries company.

An agency whose plans board is not particularly sacrosanct is D-F-S.

Account groups, like General Mills, P&G, and Sterling, operate—with the aid of service departments, of course—as small autonomies. Each figures that it knows its own problems a little more thoroughly than a plans board would.

Merely to correct an old-standing impression: P&G was not the progenitor or the pioneer of the soap opera.

It acquired its first "smash" in that field, Ma Perkins, when it bought Chipso.

Ma Perkins, the record book shows, carried the Oxydol banner for many years.

Agencies occasionally still poll dealers to get their "feel" about the choice of a program or personality.

But a top-rank agency years ago learned to its regret not to put much store by the prophecies of dealers. Twice they thumbed down personalities—one a crooner and the other a comedian—who rose to quick stardom.

An interesting postscript to William Paley's recollections at the Pioneers' luncheon last week of his early days as a talent scout for CBS:

His acquisition of Bing Crosby gave the radio columnists their first chance to fire up readership over network personality rivalry.

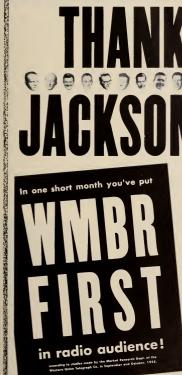
They called it the "battle of the baritones," with the late Russ Columbo as NBC contender.

Not generally known is the fact that grocery chains never really use up the co-op money they get from manufacturers.

In fact, in some cases the money is treated as normal profits.

One of the chainstore giants is reported to have wound up last year with a surplus of \$7 million from this source.

The same chain, it might also be noted, makes a habit of telling smaller manufacturers with new products what media they should use.



#### Here are the voices of WMBR

LOWELL THOMA

## Here's why we're 23% ahead\* of our nearest competitor!

- ★ WMBR has Florida's most complete radio news bureau geared to bring you all the local news when it happens plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.
- ★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at midday and on weekends.
- \* WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.
- \* WMBR has Jacksonville's best cash-awarding, funfilled games and contests. You can win from \$50 to \$1000 from "WMBR Dollars"!
- ★ WMBR brings you Jacksonville's best football cover-age—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!
- \* WMBR brings you the best in radio entertainment . . all the exciting adventures, thrilling dramas and spar-kling variety shows presented by the CBS radio network.

Starting January 1 WMBR radio

will be represented nationally by

JOHN BLAIR & COMPANY

#### **ADVERTISERS**

Revion has gained control of Schick, Inc.

By purchasing 242,000 shares of Schick's capital stock, Revlon now has four directors on the 7-member Schick board.

Following the sale of his familyowned stock, Kenneth C. Grifford has resigned as chairman and president of Schick

RAB honored the eight agencies producing "the most effective radio commercials of 1958" last week.

Gold records of these commercials were presented at a luncheon during RAB's Clinic in New York. The top commercials and agencies, in alphabetical order:

Budweiser Beer; D'Arcy Advertising Contadina Tomato Paste; C&W Dodge; Grant Advertising Newport Cigarette; Lennen & Newell Northwest Orient Airlines; C-M Pensi-Cola; K&E

Tetley Tea: Ogilyy, B&M

Winston Cigarette; Esty

On the television front:
Piel's Beer copped the lead over
Hamm's in ARB's October listing
of favorite tv commercials. Other fa-

- vorites, in rank order: 3) Alka Seltzer
- 4) Maypo
- 5) Dodge 6) Falstaff Beer
- 7) Burgermeister, Gillette

9) Chevrolet, Ford, Post Cereal

12) Chesterfield

Chicago.

Seven-Up
 Plymouth, Pontiac, Winston.

Campaign: Lanolin Plus, Inc. will launch a \$1 million saturation campaign early next year for its new 'Liquid.' Plans include a "consumerkickoff" via nation-wide spot tv in all major markets, supported by radio

spots and print. Agency: EWR&R.

Strictly personnel: William H. Lewis, Jr. has been appointed executive v.p. of 5 Day Laboratories, division of Associated Products . . . Donald M. Smith, named advertising manager for Burroughs Corp. . . . Robert Y. Nemes, appointed manager of chain stores sales for Whitehall Labs. . . Willis Kitchin, division supervisor (Frozen Foods) for the Southeast division of Campbell Sales Co. . . . Henry A. Correa, elected



# WRAP-UP NEWS & IDEAS PICTURES

Dedication ecremonies for the new studios of WPTR, Albany-Schencetady-Troy attract sation heads and advertisers around huge celebration cake. Standing (1 to r) Bob Eastman, president, Robert E. Eastman, station's rep; Harry Feathers of Feathers Furniture Co., Troy, station advertiser; G. David Shine, president, Shine Enterprisers towners of WPTR); Duncan Mounsey, exec, vp., gen. mgr., WPTD; John Fritzgerlad, vp., Fritzgerlad Brewing Co., Troy





Just old fashioned: Kroger Supermarkets donated replica 1901 Olds to KDKA-TV. Plitsburgh's "Cracker Barrel" promotion. Winner, Helen Forster, joins Kroger ad mgr. Ben Anslow. Standing, John Silli (1), sales mgr., KDKA-TV; Paul Palangi, ac. v.p. of marketing for ACF Industries, Inc.

#### **AGENCIES**

Grant Advertising has set up a three-man executive committee to manage its New York office.

The office's previous general manager and v.p., Carl L. Bradley, resigned last week.

The new committee:

John H. Pinton, v.p. and creative director of the New York office will also be chairman.

Abbott Kimball, v.p. and chairman of the New York plans board. He was head of his own agency until its merger with Grant in March.

Lawrence D. Reedy, to administrative v.p. of Grant New York.

While no explanation was given by Grant, the impression along Madison Ave. is that this may have something to do with the fact that the local New York office lost out to Wexton in its bid for the \$1 million Dodde New York Retail Selling Association account.

Agency appointments: The Dodge New York Retail Selling Association, Inc., to The Wexton Co. . . . The American Tobacco Co., for its cigarette advertising abroad, to Gotham-Vladimir . . . George A. Hormel & Co., William Underwood Co., The Cream of Wheat Corp., McIlhenny Co., Diamond Crystal Salt Co., and Bon Ami Co., all for international advertising, to Mac-Manus, John & Adams . . . Curtiss Candy Co., with a budget in excess of \$1 million, to Clinton E. Frank, Inc., Chicago . . . Monsieur Henri Wines, Ltd., New York, to Product Services, Inc., with plans for a campaign in New York via spot tv . . . Thayer Laboratories, pharmaceutical division of Revlon, to Shaller-Rubin Co., New York . . . H. C. Cole Milling Co., Chester, Ill., and Cushman Food Co., Aiken, S. C., to Tucker Wavne & Co., Atlanta . . . Swanee Paper Corp., to Cohen & Aleshire, Inc. . . . Alva Laboratories, Chicago, with billings at \$400,000, to Olian and Brenner, Chicago.

Thisa and Data: For the fifth consecutive year, Bryan Houston, Inc., held its "Man Bites Dog" party last week to "thank all media men who work with us throughout the year for their continuous help and cooperation." Some 500-600 guests attended.

On the personnel front: M. E. Carlock, elected a director and chairman of the board at Burke Dowling Adams, Ind. . . . Howard Shank, appointed v.p. and creative director of Grey Advertising . . . Edward Karthaus, promoted to v.p. at EWR&R . . . Christy Walsh, to head the new Hollywood office of Ogilvy, Benson & Mather . . . . David Skylar, elected v.p. of the Griswold-Eshleman Co., Cleveland . . . Charles Fleischmann, v.p., named manager of the contact department of the Chicago office of Y&R.

Watching the plays on the field and on the screen, Ike Armstrong, athletic director, University of Minnesota, uses WCCO-TV, Minneapolis-St. Paul monitor to spot errors



To promote MacKenzie's Raiders on WHTN-TV, Huntington-Charleston, models toured the shopping areas, distributing tabloid newspapers. Also, a premier party was held for show's sponsors Canada Dry and Vietti Foods





ABC TV affiliate meeting in New York last week attracted more than 125 primary affiliate executives. Here, briefing the press, are (1 to r) Joe Drilling, vice president and general manager of KJEO, Fresno, Cal., and chairman of the ABC TV Affiliate Association; Ollie Treyz, president of ABC TV; and Donald W. Coyle, vice president and general manager of ABC TV. In on the story, John E. McMillin (extreme right), executive editor of sovoson

You're headed in the right direction with Plough, Inc., Stations!



In Southern California
A
BONUS
MILLION\*
AT
NO
EXTRA
COST



5,000 watts Los Angeles

For Proof, Contact

BROADCAST TIME SALES

New York • Chicago • Detroit • San Francisco

DORA - CLAYTON

#### ASSOCIATIONS

TvB's fourth annual meeting in New York last week highlighted these events:

- Roger Clipp, of Triangle Stations, was elected chairman of the board. Other new officers: Payson Hall, of Meredith, treasurer, and Otto Brandt, KING-TV, Seattle, secretary. New directors: Don Davis, KMBC-TV, Kansas City and Louis Read, WDSU-TV. New Orleans.
- The 1959 budget was estimated at "just under \$1 million."
- Plans were approved to establish a branch office in Chicago, to compliment the activity of the San Francisco office.

(For commentary on the TvB meeting, see SPONSOR-SCOPE.)



The Missouri Broadcasters Association concluded its two-day meeting in St. Louis last week with this resolution:

To take a stand against "hard liquor" advertising, urging members of the MBA to refrain from accepting such clients

New officers: president, Ed Dahl, KLIX. Jefferson City; v.p., Clarence Breazeale, KCMO, Kansas City; secretary-treasurer, Harold Douglas, KMMO. Marshall. Mo.

Broadcast Pioneers at a luncheon in New York last week kudoed William S. Paley (CBS), William S. Hodges (NBC) and Carl Haverlin (BMI) for their contributions to the broadcast industry.

Paley acknowledged the tribute by reminiscing about the early years of CBS when he did his own talent scouting.

The Broadcaster's Promotion Association's third annual convention in St. Louis this year welcomed about twice as many members as in 1957, when the rally was held in Chicago.

- Some highlights of the proceedings:
   Charles A. Wilson, sales promo-
- tion and advertising manager of WCN, Inc., Chicago, elected president for 1959; Gene Godt, of WCCO-TV, Minncapolis, 1st v.p. and Burt Toppan, WTVJ, Miami, 2nd v.p.
- Philadelphia was selected as the site for the 1959 convention — to be

held 1-4 November.

- Don McGannon, president of WBC, called upon the members to undertake an active campaign using radio and tv to promote themselves with advertisers, listeners and viewers.
- For the first time in BPA's three year history, agencies were taking an active interest, especially agencies and their clients from the St. Louis areaice, D'Arcy and Budweiser and Gardner with Busch Bavarian. Both three parties for members and the press.
- St. Louis broadcasters also got into the act, attending most of the BPA activities in a hosting capacity. They were also in charge of the entertainment at the banquet, where some of the top deejays m.c.'d the event.
- The BPA seminars this year were not concerned with air media as much as with other media and their place in the overall advertising picture.

A thought that emerged at the National Radio Advertising Clinic—sponsored by RAB—in New York last week:

"What goes into decisions to buy radio time—and why."

The topic was explored at the closing event of the roundtable discussions at the Waldorf.

- In discussing the type of promotion a station should undertake, these ideas came to the fore:

  1) The prime function of the sta-
- tion looking for national business is to sell the market while the job of selling individual stations should be left to the rep.

  2) Stations could help by keeping
- Stations could help by keeping market, station and rating data up-to-
- 3. Audience size was the single most important factor in making market and individual station decisions, but that rates, local personalities, campaigns and merchandising facilities also were important.

#### FILM

International activity by the film companies continued last week with a number of sales and organizational moves.

These included:

CBS has formed two new units:
 CBS Europe in Zurich, Switzerland,
 and CBS Limited with Michael Burke
 as Managing Director of both arms

and Anthony C. Bartley as sales director of CBS Limited. The companies will be involved in film production, licensing and sales.

 ABC Films sold a total of five programs to telecasters in Japan and South America; 26 Men to six Japanese markets plus Caracas, Venezuela and Lima. Peru ... The People's Choice to three Japanese markets ... and Sheena and Three Musketeers to South American cities.

Screen Gems closed with five Japanese cities for Rescue 8.

Re Japanese television: This week's sales involve four Japanese television firms: Nippon, Fuji, Tokai and Nagova.

Another sale: Dr. Christian features were sold in Tokyo by Atlantic television.

Domestic sales: Screen Gems reports Rescue 8 buys in a total of 127 marts with sales last week to WGN-TV, Chicago; WXYZ-TV, Detroit; WLW-T, Cincinnati; the Pate Oil Co. on WTMJ-TV, Milwaukee; WSB-TV, Atlanta; WNHC-TV, New Haven; KZTV, Corpus Christi, and WTVW, Evansville . . . MCA's Paramount features sold to KVAR-TV, Phoenix . . . ABC Films sold Meet McGraw to ABC TV, its third network sale of the season, and these new sales on 26 Men: KGBT-TV, Harlingen; KLFY-TV, Lafayette; KITV, Sioux City; KBMB-TV, Bismark; WIS-TV, Columbia; WDAY-TV, Fargo: KARD-TV, Wichita: KFBB-TV, Great Falls, and KCPP-TV, St. ouis.

Renewals: Conoco's 60 market thirdear renewal of CBS Films' Whirlybirds will involve \$700 thousand in ime and talent. There will be 33 new pisodes produced; there was an error n the earlier FILMSCOPE report that only 13 would be made . . . Second year enewals of ABC Films' 26 Men include WLW-C, Columbus; KVII-TV, Amaillo; KOMU-TV, Columbus, Mo.; Donovan Coffee, WBRC-TV, Birmingiam; Bunny Bread, WPSD-TV, Palucah: Standard Oil of Indiana, GLO-TV, Mason City; Molson's Brewery, WCNY-TV, Watertown; Carp urniture, WHBF-TV, Rock Island; oremost Dairy, KTTS-TV, Springield. Mo., and Reisch Brewing, WICS-V. Springfield, Ill.

Production: The Saturday Evening Post and Robert Enders productions made a three-way deal to produce 39 films budgeted at \$2 million.

Ethical note: The Medical Society of the County of New York warned doctors last week not in any way to endorse products on the air.

Commercial frames: Telestudios moving to larger quarters at 1481 Broadway in New York . . . Robert Swanson Productions formed at 1 E. 54th St. . . . Transfilm produced Chemstrand nylon commercials for Doyle Dane Bernbach . . Permafilm awarded franchises to Laboratorios Alex of Buenos Aires, Argentina and Color Service Incorporated, New York.

### **NETWORKS**

Don Durgin, v.p., national sales manager of NBC TV discussed why advertisers are not more confused than they are about relative



MATH

NCS No. 3 shows that WWIV has daily circulation, both daytime and

The Telger Stations

WED IV — GRAND RAPIDS KALAMAZOO

WED AND — CALAMAZOO BATTIE CREEK
WHEF RADO — GRAND RAPOS KALAMAZOO

WHYF — CADILAC, MCHEGAN

WHILE TA. 
YOU need only WWTV, Cadillac, for effective, low cost coverage of 36 rich counties in Northern Michigan. Even to approach this coverage with other media, you'd need 13 daily newspapers or 16 radio stations!

NCS No. 3 verifies WWTV's unmatched coverage. Pulse rates WWTV tops in *popularity*, too, with 152 quarter hours out of 168 surveyed.

Check now about WWTV and the "Solid Gold Cadillac" Market! Add WWTV to your WKZO - TV (Kalanuazoo - Grand Rapids) schedule and get all the rest of Michigan worth having!



## the new force i



## outheastern TV

You get the only unduplicated network coverage of the two billion dollar Asheville-Greenville-Spartanburg market when you buy WLOS-TV. And you get coverage of a vast market from the South's highest antenna—6,098 feet above sea level atop Mt. Pisgah.

To these formidable advantages, now add new management, new programming, new promotion. Use WLOS-TV—the new force in Southeastern TV!

425,360 TV HOMES
... in WLOS-TV's tremendous coverage area of 62 counties in six states! Consider this great market for your product ... use WLOS-TV to sell it! (Data from NCS \*3)

## WLOS-TV

Unduplicated ABC in sheville • Greenville • Spartanburg

WLOS AM-FM

epresented by Peters, Griffin, Woodward, Inc.
utheastern Representative: James S. Ayers Co.



value of different media before the Seminar luncheon in New York last week.

Highlights of Durgin's talk:

- The biggest need modern marketers have today is to get back to basic advertising fundamentals. Our very progress to media research has contributed more to our confusion than to our better command of the fundamentals.
- These are the two fundamentals of advertising: the power of the mass andience (the representatives of media) and the power of the advertising idea (the creators of the advertising).

The trend of network tv audiences continues to rise, according to TvB's report for the first 10 months of 1958.

Average evening program audiences are up  $8^{\ell_{\ell}}$  over last year's comparative report, and average daytime viewing shows a  $9^{\ell_{\ell}}$  jump.

William H. Hylan, v.p. of sales administration for CBS TV is mailing a progress-report type letter to clients, agencies and prospects.

Basing itself on Nielsen's October reports, Hylan's note states: "Our nighttime sponsors are averaging a million more viewers per minute than they were a year ago.

"Our weekday daytime sponsors also lead their competitors on other networks. In the period beginning 12 October, CBS TV reached 14% more families than the second network; 116% more than the third."

Network tv business: Revlon (W&L). to share weeks with Lorillard on CBS TV's Person to Person . . . Quaker Oats (Lynn Baker), for ABC TV's Tournament of Roses on New Year's Day . . . Lever Bros. (JWT) joins Lorillard on CBS TV's new panel show Keep Talking . . . Whitehall (Bates) for participations in Jubilee U.S.A. and A. C. Gilbert Co. (Banning Repplier) in The Lone Ranger, both via ABC TV . . . Gillette Safety Razor (Maxon), for the Blue-Gray Football Game, 27 December and the Rose Bowl New Year's Day Game, on both NBC Tv and Radio.

Network radio sales: The fourth annual Christmas Sing With Bing, to be aired 21 December via CBS for the

Insurance Company of North America (Ayer),

Financial report: Consolidated net income of CBs, Inc., for the first nine months, 1958, was \$16,522,462, compared with \$13,898,171 for the same period last year. Net revenues and sales for the first nine months, 1958, totaled \$300,738,926 as compared to \$275,276,269 for last year's period ... AB-PT net operating profit for the first nine months, 1958: \$4,142,000 compared with \$4,033,000 for the same period last year.

According to Leonard Goldenson, president, the ABC TV network is showing improvement over last year with the start of the 1958-59 tv season in October. Gross time billings reflect greater expenditures by advertisers.

Thisa and Data: NBC Radio's Grand Ole Opry celebrates its 33rd anniversary this week . . . ABC TV's Dick Clark Beech-Nut Show is holding a name the "Nameless Puppet" contest with 50 top prizes of trips to New York for two . . . CBS TV's Have Gun—Will Travel moves to radio this week. via KNY-CBS. Los Angels. Los Angels.

On the personnel front: Harper Carraine, director of research, Alice Santti, manager of sales research; and Philip Levinson, assistant supervisor of technical operations—all at CBS Radio, to be inducted into the CBS 20year club . . . Vincent Murray and John Fendley, named account executives at ABC TV's central sales division.

#### **RADIO STATIONS**

Ray Morris, product advertising manager of the Pet Milk Co. told country western d.j.'s that they have "one of the hottest advertising tools in the business."

Morris spoke in Nashville to about 2.500 d j.'s and station managers at WSM seventh annual Country and Disk Jockey Festival.

"Keep up the good work," Morris told the country-western disks, "and give your sponsors the kind of commercial sell that is in keeping with the local audience you have and you, yourselves, will be helping to prove that country-western music has what it takes to move merchandise." James A. Byron, news director of WBAP, Ft. Worth. has been elected president of Sigma Delta Chi, professional fraternity.

This marks the first time a radio man has been elected to this post.

#### Ideas at work:

- Merchandising the show: KYW, Cleveland, is providing 329 advertising cards for busses and 100 to be posted in key Gulf stations throughout the city in connection with Gulf's weekday sponsorship of the news—to run 52 weeks.
- Mort Wagner, general manager of KYA, San Francisco, is looking for help in planning for the station's 32ad anniversary celebration in December. He is seeking letters, tapes or disks of greetings from prominent station alumni. The Bartell station has also in augurated a "KY-A Plus Award" for the Bay Area's outstanding teenager of the month.
- WETU, Wetumpka, Ala., is boasting "the world's largest clock radio." Device is hitched onto a truck, and measures 12 feet long, eight feet, six inches high, and six feet, eight inches wide, to promote the station's wake-up music and sign-on time of 4.900 a.m.
- WMBR, Jacksonville, now employs a new CBS-Carrier Bird Service, via a homing pigeon. It flies to clients, agencies and various city businessmen with the purpose of bringing orders back to the station.

Asking the listeners: KADY, St. Charles, Mo., is now asking its audience for comment on the controversial liquor advertising question, via six spot announcements per day. Station decided to get listener's views after it received a query from an agency asking whether it would accept liquor advertising. (For more on liquor on the air, see page 38 and article in 8 November SPONSOR.)

Thisa 'n' data: Less than two hoursafter a series of tornadoes hit Wichta Falls, and knocked all radio stations off the air, KWFT resumed broadcasting, with civil defense instructions and news of the disaster. . WWDC. Washington, is distributing a brochure dubbed 'Personality Profile of a Radio Station'" . . WCHB. Detroit

raised \$1.700 to rebuild the dynamited Clinton (Tenn.) High School. About 4,000 persons answered the station's plea... Dan Franklin, d.j. on WCKR, Miami, won first prize in American Trucking Association's National Truck Boadeo.

Station staffers: James A. Jordan, formerly with Plough, Inc., Chicago, named sales manager of WOKY, Milwaukee . . . F. Sihley Moore elected v.p. and secretary and Richard M. Thomas, treasurer of WJR, Detroit . . . Edwin Pancoast, Jr., executive v.p. at WCFR, Springfield, Vt.

Other appointments: Chandler Melov, named national spot sales manager for KGO, San Francisco . . . Dewey Drum, operational manager at WSOC, Charlotte . . . Bill Allred, general sales manager, KIOA, Des Moines . . . Robert McAndrews, to station and commercial manager, and Alan Lisser, to operations manager and program director of KBIG, Catalina . . . David Ring, to the merchandising staff, KMOX, St. Louis . . . Bob Franklin, to head the promotion department at KGW. Portland, and Don Porter, named program director of the station.

#### TV STATIONS

Nielsen is planning extra service to local tv markets by expanding it's NSI to at least 100 markets by the Fall of 1959.

In line with local market expansion plans, Nielsen has these developments up its sleeve:

- Instantaneous tv service (see sponsor, 1 November).
- Increased reporting frequency in many markets.
- A fast multi-city service in eight, 12 or 24 markets.
- · Increased across-the-border data.

Saul Rosenzweig, national sales manager for WLOS-TV, Asheville, N.C., and general manager Theodore Eiland made a film presentation to timebuyers at PGW's New York office last week.

Theme: The Carolina Triad, a survey of the station's coverage area.

Research and basic concept was sup-

Research and basic concept was supplied by PGW.

Another presentation: KABC-TV, Los Angeles, staged its theme at the recent ABC TV affiliates meeting in New York: "Going Places." The presentation was attended by more than 350 agency and station reps executives.

#### Ideas at work:

- Tv's answer to print: WTVJ, Minin, published a documented report in response to a recent Minim Herald brochure which claimed that the newspaper delivered 87% more customers per advertising dollar than the areas top tv station. The station goes on to prove that its advantage is actually 236% over the newspaper's.
- KETV, Omaha, is treating its viewers to an evening snack: A local drive-in restaurant has its drivers call on area homes. If the tv sets are tuned to KETV, each household member is presented with a pizza and malted milk.

Thisa 'n' data: Triangle Publications, which operates tv and radio stations, has acquired Television Digest. The new owner is thinking about converting the newsletter from a weekly to a daily . . . WOW, Omaha, plans to consolidate its radio and tv station operations with the construction of a new building at the site of its present tv effices.

Business note: A heavy flurry of pre-Christmas buying has brought \$745,-238 in new billings to WPIX, New York, this week. Some new clients include: Chesebrough-Ponds, P. Lorillard, Corning Glass and General Mills.

Station purchase: KBET-TV, Sacramento, to J. H. Whitney & Co. for \$4.55 million, Whitney, known as the Corinthian Stations, also owns KOTV, Tulsa: KCUL-TV, Houston; WANE-TV-AM, Ft. Wayne; and WISH-TV-AM, Indianapolis.

On the personnel front: Howard Maschmeier, named general manager of WNBC-TV. Hartford-New Haven . . . Charles Marshall, director of nerchandising and research. WSOC-TV, Charlotte . . . Robert Hagan, local sales manager, WTRF-TV, Wheeling . . . Don Henry, to the commercial department, WBAP-TV, Ft. Worth . . . John Albert, to the sales staff of WWJ-TV, Detroit.

## KOBY shows a BEAUTIFUL FIGURE in San Francisco



Statember Camulative Pulsa Audience for the San Francisco-Dakland
6-Country area shows KOBY with
85-900 unduplicated radio homes
1 homes in the market. Add
homes in the market. Add
to this the assurance of
a 10% combination discount when you buy both
KOBY and KOSI.

(OBY / 10,000 San Fro

Sit in with your PETRY Man
In Denver it's KOSI—
in Greenville, Miss.—WGVM
MId-America Broadcasting Co.



### IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the RICHEST farm counties in the Midwest with ever 54,000 farm families.
- Serving the giant land of ¾
  million people and two million cows.

WEAU-TV Eau Claire, Wisconsin

See your Hollingbery Man in Minneapolis, see Bill Hurley



This is another in our series about successful people in advertising. Peters, Griffin, Woodward, Inc., Spot Television

## R. SELLDEEPLY

"My product is different", says Mr. Selldeeply. "Its uses and advantages must be explained in great detail."

Spot Television soon showed him, however, that repetition is the best teacher, the best way to make different things seem familiar—and desirable.

In Spot Television you can repeat your product's "points of difference" dayafter-day and night-after-night...or you can pack them all into a program of your own. In short, you can sell your way in Spot Television.

We'd like to send you a copy of "A LOCAL AFFAIR" which will show you how many ways Spot Television can sell your product.

Just write to Peters, Griffin, Woodward, Spot Television, 250 Park Avenue, N.Y.C.

|          |                |   |     | WHO-  |
|----------|----------------|---|-----|-------|
|          |                |   |     | WOC-  |
| WEST     |                |   |     | WDS   |
| KBOI-TV  | Boise          | 2 | CBS | WDAY  |
| KBTV     | Denver         |   | ABC | KMBO  |
| KGMB-TV  | Honolulu       | 9 | CBS | WISC  |
| KMAU KHE | C-TV Hawaii    |   |     | WCCC  |
| KTLA     | Los Angeles    | 5 | IND | WMBI  |
| KRON-TV  | San Francisco  | 4 | NBC |       |
| KIRO-TV  | Seattle-Tacoma | 7 | CBS | SOU   |
|          |                |   |     | KFDM  |
|          |                |   |     | KDIC. |

| MIDWES  | Т                    |    |         | EAST    |               |       |      |     |
|---------|----------------------|----|---------|---------|---------------|-------|------|-----|
| WHO-TV  | Des Moines           | 13 | NBC     | WBZ-TV  | Boston        | 4     | NBC  |     |
| WOC-TV  | Davenport            | 6  | NBC     | WGR-TV  | Buffalo       | 2     | NBC  |     |
| WDSM-TV | Duluth-Superior      | 6  | NBC-ABC | KYW-TV  | Cleveland     | 3     | NBC  |     |
| WDAY-TV | Fargo                | 6  | NBC-ABC | WWJ-TV  | Detroit       | 4     | NBC  |     |
| KMBC-TV | Kansas City          | 9  | ABC     | WJIM-TV | Lansing       | 6     | CBS  |     |
| WISC-TV | Madison, Wisc.       | 3  | CBS     | WPIX    | New York      | 11    | IND  |     |
| WCCO-TV | Minneapolis-St. Paul | 4  | CBS     | KDKA-TV | Pittsburgh    | 2     | CBS  |     |
| WMBD-TV | Peoria               | 31 | CBS     | WROC-TV | Rochester     | 5     | NBC  |     |
| SOUTHW  | /EST                 |    |         | SOUTHE  | AST           |       |      |     |
| KFDM-TV | Beaumont             | 6  | CRS     | WLOS-TV | Asheville, Gr | oon   |      |     |
| KRIS-TV | Corpus Christi       | 6  | NBC     |         | ville, Sparta | nbu   | rg 1 | 3 A |
| WBAP-TV | Fort Worth-Dallas    | 5  | NBC     | WCSC-TV | Charleston, S | s. C. | 5    | С   |
| KENS-TV | San Antonio          | 5  | CBS     | WIS-TV  | Columbia, S.  |       |      | N   |
|         |                      |    |         |         |               |       |      |     |

| WCSC-TV | Charleston, S. C. | 5 CBS | CB

PETERS, GRIFFIN, WOODWARD, INC.
SPOT TELEVISION

Pioneer Station Representatives Since 1932

NEW YORK • CHICAGO • DETROIT • HOLLYWOOD • ATLANTA • DALLAS • FT. WORTH • SAN FRANCISCI

### SPONSOR ASKS

(Cont'd from page 57)

say, "Be nonchalant—light up a Murad." When the slogans and stock copy are essential, it's better to couple star and announcer—let the celebrity do a celebrity's work and an announcer announce the slogans.

When the star can actually do something with the product, believability goes up. When this can be done in a natural and integrated setting, so much the better. Then, if you can keep it completely in character, you've got it made. Remember the Burns and Allen commercials for Carnation? Gracie used the product in her own kitchen. the same kitchen set shown occasionally in the body of the show, and she talked about the recipes in her own language. Harry von Zell did the selling and left you with an apt commercial impression: "It's so easy, even Gracie can do it." Involvement, characterization, setting and situation all contribute to effectiveness.

Other examples: Steve Allen's Polaroid shots of his guests; Dinah Shore and Pat Boone making Chevvic commercials really sing; Phil Silvers and his troops smoking up a storm with Camels.

One further consideration—top billing should go to the product and not to the star.

#### RAB (Cont'd |rom page 41)

folders, covering everything from radio listening data on the advertiser's prime prospects to success story folders showing how others use radio.

RAB began setting up a close liaison when Kevin Sweeney became president. Sweeney found himself faced with several problems, not the least of which was radio's own morale. Radio station operators had watched their advertisers fleeing to tv and had done little, as a group, to stem the tide.

Even worse, says Sweeney, was the tremendous "wall of apathy" which advertisers and agencies demonstrated toward radio. They knew little about radio, and they cared less.

One reason for the situation, according to Sweeney, is that so many admen had never really been close to radio. They had come out of the service at a time when television was beginning to mushroom, and they quickly became enamoured with this new medium. This left radio, and RAB, with a whole generation of advertising men and women to educate on radio, Sweney explains. And the education job was a vast one. "You wouldn't believe some of the fantastic questions they used to ask us." says Sweeney.

After only four years, Sweeney is convinced that RAB has succeeded in making the majority of advertising men well informed on radio. "Today, you won't find one advertising agency that presents that 'black wall of ignorance' that confronted us in 1954. But there are still many advertising men who have no first-hand knowledge of radio, and that's the job that faces us."

RAB's biggest single problem today, Sweeney continues, is to combat what advertisers think of as radio's lack of glamour. "We can tell radio's story to an agencyman with an analytical mind, and he will listen to the statistics and understand them. But so many agencymen today are show business-minded; they can't see any glamour in radio—although it is there—and they tend to fall asleep if you start giving them statistics.

Sweeney thinks that RAB's major service to advertisers and agencies breaks down into three areas:

- Keeping the advertiser "educated" on radio. While television may make more headlines, Sweeney points out, radio is still growing in both coverage and effectiveness. The advertiser may not be aware of this growth, and RAB considers it a primary job to keep him aware and informed.
- 2) Showing advertisers how to use radio. This means, says Sweeney, pointing out to advertisers how radio can solve their specific problems. As an example, Sweeney recently returned from New Orleans where he spoke to a group of motel operators on what radio can do for them.
- 3) Demonstrating how other advertisers are using the medium. This involves two aspects. First, which advertisers are using the medium, how much they're using, how they relate it to total media strategy, and how effective it's been. And second, what—in terms of the actual commercial message—radio advertisers are saving to the public.

RAB's educational effort is aimed toward both national and regional advertisers. Among the national advertisers (and their agencies), RAB has a master file of more than 300, all with advertising budgets in excess of \$150,-000; RAB will hit each of these national advertisers several times a year.

RAB's effort to reach regional advertisers is equally extensive. Out of the 52 weeks in the year, RAB salesmen will spend about 40 of them on the road, hitting city after city. They will visit every company spending \$75,000 or more a year on advertising, from bakeries and banks to supermarket chains and men's wear retailers. During the course of a week, the team of two to four men will make about 50 separate and personalized presentations; the RAB rule is at least four a day, and they're usually held at 9:30 a.m., 11 a.m., 2 p.m. and 3:30 p.m.

Before he ever sees an advertiser or an agencyman, every RAB salesman undergoes an elaborate training program, usually lasting three months. Working under RAB v.p. and general manager Jack Hardesty, the new salesman is thoroughly grounded in every aspect of radio and RAB's program.

When the salesman appears to be ready, he—as Hardesty describes it— "runs the gauntlet." He will be asked to prepare a presentation for a specific advertiser, to dig out of RAB's files everything he can learn about the advertiser, his markets and his problems.

# SWEET SIX

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

The next day, with Sweeney and Hardesty posing as the advertiser in question, the salesman will start his presentation. Sweeney and Hardesty will intentionally throw him curvesmisinformation about the advertiser's media schedule or sales patterns-to see whether the salesman has boned up sufficiently. If he hasn't, it's back to the files, and another run at the gauntlet. When the salesman has passed this acid test, he's ready for anything that an advertiser can throw at him.

From time to time, RAB will try a "gimmick" approach. For example, when one RAB team wanted to achieve special impact in one market, RAB went out and bought 25 brassieres. The brassieres were cut in half, and 50 advertisers in the city each received half a brassiere. Accompanying it was a message pointing out that half a brassiere isn't much good, just like using only newspapers will only reach half of a market.

A major purpose of all RAB's effort, explains RAB promotion director Miles David, is to get advertisers and agencies to listen. "We have begun to fulfill our function if we open their minds to radio, and in that way give radio a chance to compete for the advertiser's dollar."

#### FORTUNE

(Cont'd from page 35)

can be made that, as mediocrity pervades the medium, a chain reaction is set up that leads to further debasement of product, and a further strain on tv's financial structure.

According to Fortune, tv is in a "cost price squeeze" which, compared to that of other industries, is "something special.'

Citing 1957 FCC figures, the magazine maintains that "for the first time in history the industry suffered a profit slump." For this year, says Fortune, profits are apt to be "even slimmer" for the networks, costs are up, and the financial outlook is grim, both because of threatened FCC action, and because "tv has become a buyers' market."

This "mounting pressure of costs" in Fortune's opinion, falls on "networks and sponsors alike" and has "weakened the will to experiment."

Yet, according to many important tv operators, there is something essentially suspect in Fortune's once-overlightly financial analysis.

Leonard H. Goldenson, pres. of ABC, for instance, points to the best profit picture in ABC history, says both network and stations are making more money than ever before, offers a "Price Waterhouse statement" to prove it.

Other network executives, apparently more deeply aware of the nuances of tv finances than Fortune's Mr. Smith, caution that his sweeping conclusions must be taken with a grain of salt.

Tv station operators, with whom SPONSOR talked last week, report generally good business, are cheerful and optimistic about 1959, and, far from fearing a "buyers' market," were, in many cases, so nearly sold out that they were talking of future rate increases.

Obviously the "Light That Failed" is something less than a definitive financial work, in the opinion of most industry observers.

But what it does represent, accord-

ing to such men as Pete Cash, pres. TvB, Oliver Trevz, pres. ABC TV and others, is a more or less deliberate attempt to discredit the economics of tv as part of an over-all "party line" drive on tv's advertising revenues.

Both ty programs, and ty business methods, the print media are saying, are essentially mediocre.

Moreover, in the opinion of many industry leaders, such attacks must not be underestimated. They are bound to have some effect on both the public, and on advertisers. And they may even tend to weaken the confidence of Wall Street, and of other risk capital in various types of tv investment.

Finally, as many tv men point out, "The Light That Failed" focuses on a third type of propaganda of which the industry will probably hear more in coming months. These are the gloomy, Cassandra-like predictions about the future of commercial vs. pay tv.

Pay tv, of course, if it ever succeeds in overthrowing commercial tv, might release large advertising appropriations to such ad-hungry print media is Life and Time magazines.

So Fortune, gazing into its crystal ball, concludes "The Light That Failed" with this wistfully hopeful prediction, "The restraints imposed on television by its own commercial interests will simply result in the raising of a new empire, the competing one of pay tv. and the crowning of a new set of kings."

It may be silly. It may be wishful thinking. But, say top tv executives, this is the way the print media are fighting, and will fight harder than ever in the coming months.



POPULATION: 439,000\*

### EFFECTIVE BUYING INCOME: \$748,540,000\*

A distinct and separate market from Seattle's Il region, and Spokane's Inland Empire. INLAND WASHINGTON

\*Source: Sales Management, May 10





radio homes at the

LOWEST

cost per home of any station in the

Heart of Florida NCS 2



Radio

St. Petersburg-Tampa Represented by VENARD, RINTOUL & McCONNELL

Southeastern: IAMES S. AYERS

## WNAX-570 SERVES YOU SOUTH DAKOTA

(plus profitable side dishes "on the house")



All of South Dakota, parts of 4 other states, 175 counties in all. Over 2½ milion people with \$31½ billion to spend. And 80% hear WNAX-570 3 to 7 times a week. See your KATZ man.

### WNAX-570 CBS RADIO

Yankton, So. Dak. • Sioux City, Ia.

Programming for Adults of All Ages

Peoples Broadcasting Corporation



John E. Pearson Company



## Tv and radio NEWSMAKERS



Donald N. Mann, local sales staffer for WBBM, Chicago, last week completed a sale which made a total of \$1 million he has chalked up for this CB\$ Radio o&o. A member of the local staff for six years, Mann's sales record represents about four times the average for local radio salesmen. He attributes his track record to this simple formula: Adapting the vehicle to the

client's use. A native Chicagoan, Mann began his broadcasting career as program director at KWWL, Waterloo, Ia. From there he went to WKNK, Muskegon, Mich., where he spent two years as genrall manager and head of sales. According to his co-workers at WBBM, Mann's outstanding sales are achieved by a "quiet drive."

Fred Nahas has resigned as president of KXYZ, Houston to become a co-owner of the Kamin Advertising Agency, Houston. He joins Lester Kamin and B. L. (Bill) Blumberg at the agency, which will now be known as Kamin-Nahas-Blumberg. Kamin will continue as president and chairman; Nahas assumes the duties of v.p. in charge of sales; and Blumberg, continuing



as v.p., will head the agency's operations and administration. Nahas has been president of KNYZ for the past 11 years. His active community accomplishments won him the selection of "Outstanding Man of the Year" by the Houston Junior Chamber of Commerce. Gov. Price Daniel appointed him to the Texas Traffic Safety Council, and he is now on the executive committee of the Highway Safety Comm.



Halsey V. Barrett has been named manager, tv new business development, of the Katz Agency, Inc. He comes to the rep firm after having spent three years with TvB as director of national sales. Barrett's career covers two decades in broadcasting. From 1952-54 he was eastern sales manager of Consolidated Tv Sales. For three years prior to that, he was spot

sales manager at DuMont. From 1947-48, he was promotion manager at CBS TV. Barrett's pre-World War II positions include a stint with *Tide* as a space salesman and sales promotion work with W0R. New York. He was a member of the Eisenhower Tv Plans Board from 1931-52 and co-founder of the American Tv Society, which merged with RTES. Barrett reports to Scott Donohue, v.p., tv sales.

## Another big salesmaker on Channel





## "THE LIFE OF RILEY"

STARRING
WILLIAM BENDIX

6:30-7:00 P.M. Daily . Monday through Friday

- Detroit's choicest nightly strip feature
- · Quality showcase for food and drug products
- · Hot from long-successful NBC network run
- Participations or full sponsorship available

Also check these other family favorites on Detroit's Channel

4

"I Married Joan"

9:00-9:30 A.M. Monday through Friday

"Amos 'n' Andy"

1:00-1:30 P.M. Monday through Friday

"It's a Great Life"

5:00-5:30 P.M. Monday through Friday

Today—call your PGW Colonel for complete information on these big salesmakers





## SPONSOR SPEAKS

### The "Corporate Image" of Broadcasting

Donald H. McGannon, president of Westinghouse Broadcasting Company made some very significant points in his speech to the Broadcasters' Promotion Assn. last week.

Noting that, in 1957, the air media accounted for less than  $190^\circ_c$  of America's total advertising volumn, McGannon said that this figure is "far short of the percentage we should be and will be billing."

But he went on to remark, "The question that disturbs me is this: Who is building broadcasting's 'corporate image?' "In his opinion, both radio and tv are trying to accomplish this by "doing what comes naturally" but he seriously questions whether such efforts are adequate in light of today's highly competitive media situation.

"There seems to be," says McGannon, "a concerted press campaign to build a negative image for radio, and especially for tv." And he predicts that this condition will get worse, not better, as broadcasting continues to grow and prosper.

With these opinions and predictions, sponsor is in hearty agreement. The Fortune Magazine article, "TV—the Light That Failed" reported in our lead article (Page 33) this week, is only one example of the kind of criticism to which the air media are going to be subjected with increasing frequency and force.

### Industry programs are needed

To combat these attacks (and for broadcasting they are the "penalties of leadership") we agree with Don McGannon that concerted and vigorous new industry programs are needed to build satisfactory and appealing "corporate images" for both radio and tv.

We believe that such programs must be above and beyond the activities in which the industry is now engaged. We suggest that they will require new thinking, new planning and a new focus. And we strongly recommend to all industry leaders that immediate steps be taken to develop new types of modern "corporate image" selling for each branch of the air media.



THIS WE FIGHT FOR: A future for radio and tv which is commensurate with the power and the merits of air media, and full development of the advertising potentials and revenues to which the broadcasting industry is entitled.

### 10-SECOND SPOTS

Growth: John Sterling, president of Advertising Council, tells this one: An agency president and the exec veep, going to lunch together, got on the elevator along with several pretty young girls who obviously worked for the agency but still were strangers to the admen. "You know," said the president, "our agency's gotten so big we don't even know the people who work for us anymore." "We've got bigger than that." replied the exec veep. "They don't know us."

Lively topic: The National Association of Bedding Manufacturers in Chicago recently heard an address by Dr. Jack N. Peterman, director of psychological research of the Buchen Co., titled, "Mattresses, A Study of Women's Attitudes and Preferences," Another Kinsey Report?

Decimals: From Portland Radio Listening, a special study by Dr. John Pock of Reed College: "The typical KEX listener is married and lives with 2.61 other people, of whom 1.46 are high school age or below. He is 29.7 years old, has had 10.8 years of schooling and earns \$4478 per year. He owns 2.79 radios. . . ." Would .86 of those radios be in .58 of an automobile?

Coverage: Something must have gone wrong in the mailing room at California National Productions because the trade press received office memos from Arthur Perles to the sales department. Hope the sales department enjoyed the press releases.

No match? Evangelist Billy Graham. in Charlotte, N. C., crusade, had his nationally televised Saturday night sermon moved from 7:30 back to 6:30 because he didn't want to try to compete with *Have Gun*, *Will Travel*.

Boo! Zacherly, creepy host for New York's WABC-TV Shock Theater, is giving viewer prizes of an ABC-Paramount disk called, "Shock" which includes such numbers as "Gloomy Sunday" and "Haunted House." Music to have nightmares by?

Oink: Live commercials for Kroger Stores on WDBJ-TV, Roanoke, Va.. call for pigs in the studio. Bet they're real hams on camera.

Quote: "What is so rare as a day in June? Parking space in December."— Phil Stone, CHUM, Toronto. MAJOR MARKET BREAKTHROUGH IN DALLAS, KBOX

KBOX

THE BALABAN STATIONS





IN

SAN DIEGO
KFMB-TV
MAKES
MORE
PEOPLE
LEAVE
HOME (TO BUY)
THAN
ANYTHING

The only real way to rate" an audience is not just by counting eyes in front of a TV set, but by counting feet at a supermarket.

KFMB-TV sends more feet out to buy in the rich San Diego market because it's got more eyes glued to the screen.

(29 of the tony 30 television shows in San Diego on KFMB-TV).



## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



| KOB-TV Albuquerque      |
|-------------------------|
| WSB-TV Atlanta          |
| KERO-TV Bakersfield     |
| WBAL-TV Baltimore       |
| WGN-TV Chicago          |
| WFAA-TV Dollas          |
| WICU-TV Erie            |
| WNEM-TV Flint- Bay City |
| WANE-TV Fort Wayne      |
| KPRC-TVHauston          |
|                         |

| WHTN-TV. Huntington-Charlestan |  |
|--------------------------------|--|
| KARK-TVLittle Rock             |  |
| KCOPLos Angeles                |  |
| WPST-TVMiomi                   |  |
| WISN-TVMilwoukee               |  |
| KSTP-TV Minneapolis-St, Poul   |  |
| WSM-TVNoshville                |  |
| WTAR-TV Norfolk                |  |
| KWTV Oklahoma City             |  |

| VTVH          | Pearia       |
|---------------|--------------|
| VJAR-TV       | Pravidence   |
| VTVD          | leigh-Durham |
| CRA-TV        | .Sacramento  |
| VOAI-TV       | .San Antonio |
| (FMB-TV       | San Diego    |
| TBS-TV        | Shreveport   |
| WNDU-TV South | Bend-Elkhart |
| (REM-TV       | Spakane      |
| оту           |              |
| APD TV        | Wichita      |

KMTV .....Omoha Television Division

## **EDWARD PETRY & CO., INC.**

The Original Station Representative

New York • Chicago • Atlanta • Boston • Dallas • Detroit • Los Angeles • San Francisco • St. Louis

## WHY 'SHOW-ME' BOYS ARE MOV-ING INTO TV

With Macy's ty budget up \$500,000 SPONSOR reports swing to tv by department stores and other merchandisers. Recount for '58: 58% more stores used 72% more television spots

Page 29

How Inco sells nickel with pre-ty techniques

Page 32

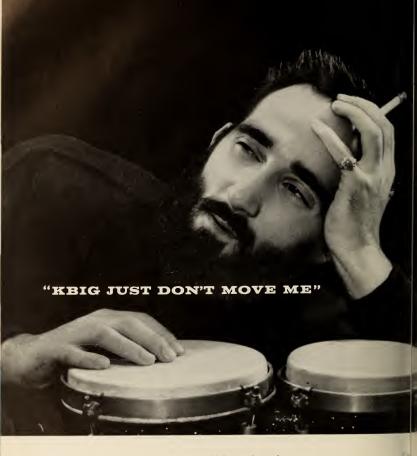
Top radio commercials reflect creativity drive

Page 36

Reach women on their feet with radio-Dr. Scholl

Page 40

DIGEST ON PAGE 2



True, KBIG probably leaves some "cool characters" cold. But there's a good reason. Everything about KBIG-from its refreshing, popular music to award-winning news-is aimed at the widest audience of convincible prospects. Mature people are our major target. And KBIG scores a perfect bulls-eye ...91% adult listeners (Pulse, Inc.) in 234 market areas.

A spot campaign on KBIG will reach buyers, not the "beat generation." KBIG is the "happy medium" in radio entertainment that produces profitable radio coverage...at an average cost of 71% less than competitive stations To I: Oreting Supply Rules... 7 toke 10,000 watts with comparable range throughout Southern California.

JOHN POOLE BROADCASTING CO., INC. 6540 Sunset Boulevard, Los Angeles 28, California · HOllywood 3-3205











RUSS VAN OYKE's news PAUL RHOADES reports ratings are high as 50.8 the news, sells the ARB.

MARY JANE CHINN AL COUPPEE, high-leads the lowa fashion rated, highly regarded













RON SHOOP covers the sports beat; good salesman.

the news; does a great job as m.c.

GAMMACK.

WALT RENO, man in motion, salesman ex-traordinary.

## THIS IS TELEVISION IN DES MOINES lowa's lively center of business activity

ON CAMERA! That's the way this "know-how, go-now" station keeps pace with all that's going on now in Des Moines. "Now" television . . . "this minute" television . . . spontaneous . . . vital . . . television that dominates this big-money, free-spending market.

THE ENTHUSIASM FOR KRNT-TV's "MAN ALIVE!" PROGRAMMING creates enthusiasm for advertised products . . . generates buying excitement that shows up on the cash register. Buy the station surveyproven most people watch most . . . the station far more people depend on for accurate news . . . the station with the most believable personalities, according to Central Surveys, Inc.

### THE DES MOINES TELEVISION MARKET:

KRNT-TV effectively covers 41 of the richest counties in lowa with 324,000 homes, 88.4% of them with one or more TV sets. Retail sales \$1,229,-064,000. Facts compiled from Television Magazine Market Data, 1958, and Survey of Buying Power, 1958.

YOUR CAMPAIGN IS LIVE . . . LIVELIER . . . LIVELIEST . . . sure of success when you place it on KRNT-TV, CBS-affiliated to give viewers an eyeful . . . so ably represented by Katz. Complete program listings every month in SRDS.

You've Got A Live One When You Buy

RNTOTV



### DIGEST OF ARTICLES

The "Show-Me Boys" move into ty

29 Why world's most hardboiled merchandisers are shifting media budgets to up their tv advertising. Macy's tv budget reached estimated \$500,000

Inco's half-million sell on spot radio

32 Primary target of the International Nickel Co. are people who influence the use of nickel. Timebuying techniques are pre-tv but very effective

Maypo licks premium headaches with tv spot

34 Cartoon character identification from 100% spot campaign doubles hot cereal maker's sales areas, brings 10-fold gains against industry's 5%

Radio commercials—better and better

36 The awards by Radio Advertising Bureau for the year's top commercials reflect an industry-wide drive for creativity that began some years ago

Parti-Day gets store demonstrations with tv

39 SPONSOR'S 6th weekly report on unique 26-week test shows demonstrations, displays, newspaper features follow grocer enthusiasm for daytime tv

Radio for working women, says Dr. Scholl

40 Veteran foot remedy firm uses dual strategy: musical format and jingle for women listening in factories, personality emphasis for woman at home

How Rambler dealers use syndication

42 San Francisco Rambler dealers make their first major tv buy, a fully sponsored Western series for dealer participation: Mackenzie's Raiders

Evening viewing up, afternoon down: ARB

43 Sets-in-use figures for October show audiences are up across the country from 6 to 9 p.m. The mid-afternoon drop was considerable in some areas

SPONSOR ASKS: What did you get out of this year's **BPA** convention?

48 With the Broadcast Promotion Association convention completed in St. Louis, six station men and a rep give sponsor their reactions

### FEATURES

10 Commercial Commentary 57 Film-Scope

26 49th and Madison

62 News & Idea Wrap-Up

6 Newsmaker of the Week

62 Picture Wrap-Up

46 Radio Basics 60 Sponsor Hears

17 Sponsor-Scope 76 Sponsor Speaks

52 Spot Buys

50 Telepulse

76 Ten-Second Spots

25 Timebuyers at Work

74 Tv and Radio Newsmakers

59 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Romand Platt

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin News Editor

Ben Bodec Special Projects Editor

Alfred J. Jaffe Senior Editor

W. F. Miksch Harold Hazelton

Associate Editor Pete Rankin

Midwest Editor (Chicago)

Western Editor (Los Angeles)

Marjorie Ann Thomas

Film Editor Heyward Ehrlich

Assistant Editors

Jack Lindrup Gloria Florowitz

Contributing Editor Joe Cside

Art Editor

Maury Kurtz Production Editor

Florence B. Hamsher

**Editorial Assistant** Vikki Vicknickki

Readers' Service Barbara Wiggins

ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

**VP-Western Manager** Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager

Roy Meachum

Production Manager Jane E. Perry

Sandra Lee Oncay, Asst.

PROMOTION DEPARTMENT ane Pinkerton, Manager

Lalitha Nayagam

CIRCULATION DEPARTMENT

Seymour Weber Harry B. Fleischman

ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bowers George Becke Laura Datre Jessie Ritter

Member of Business Publications Audit of Circulations Inc.

SPONSOR PUBLICATIONS INC.

Combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th 52: 49th 6. Magines 1 Mey Text 17. N. 7. Text 18. Magines 1 Mey Text 17. N. 7. Text 18. Magines 1 Mey Text 17. N. 7. Text 18. Magines 1 Mey Text 17. N. 7. Text 18. Magines 1 Mey Text 17. Magines 1 Mey Text 18. ©1958 Sponsor Publications Inc.

## Davenport, lowa — Rock Island, Illinois 47th TV MARKET IN THE U.S.

As Reported in TELEVISION AGE, May 19, 1958

- 41 Albany Schenectady-Troy
- 42 Nashville
- 43 Champaign
- 44 Miami
- 45 Sacramento-Stockton

- 46 Omaha
- 47 Davenport-Rock Island
- 48 Binghamton
- 49 Raleigh-Durham
- 50 Asheville

## WOC-TV IS No. 1 IN COVERAGE IN THIS 47th MARKET

#### 48 COUNTIES

| Population*              | 1,727,100       |
|--------------------------|-----------------|
| Homes                    | 556,500         |
| TV Homes                 | 469,890         |
| Farm Homes**             | 97,101          |
| TV Farm Homes**          | 54,912          |
| Effective Buying Income* | \$2,852,363,000 |
| Retail Sales*            | \$2,076,120,000 |

\*Sales Management's "Survey of Buying Power, 1958" \*\*U. S. Census of Agriculture, 1954



#### NCS 2



WOC-TV Davenport, lowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio — Des Moines.





How
DEEP
is the
MARKET?



HIGH is the COST?

## PETERS, GRIFFIN

ĸ

NEW YORK 250 Park Avenue Yukon 6-7900

ATLANTA Glenn Bldg. Murray 8-5667 CHICAGO Prudential Plaza Franklin 2-6373

DALLAS 335 Merchandise Mart Riverside 7-2398 DETROIT Penobscot Bldg. Woodward 1-4255

FT. WORTH 406 W. Seventh St. Edison 6-3349 HOLLYWOOD 1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO Russ Building Yukon 2-9188

Pioneer Station Representatives Since 1932

Reach or frequency – or both – is a media question that can make big differences in sales results. But there is a way, with Spot Radio, to get the best combination for your advertising.

## he PGW Colonels have the Answers...

Your sales objectives can be accomplished by the best strategy for each individual market. There's no need to compromise with one plan. Let us consult with you in developing a thorough market-by-market campaign.

| THE CALL LETTER OF THE SALES GETTERS  West  KB01-Boise 5,0 KH0W-Denver 5,6 KGMBKHBC-Honolul-Hilo . 5,0 KHC-Position | WHO—Des Moines  | 5,000 5,000 5,000 5,000 5,000 5,000 5,000 5,000 WBZ+WBZA-Boston and Springfield WGR-Buffalo KYW-Cleveland WUJ-Detroit WJIM-Lansing  | 51,000<br>50,000<br>5,000<br>5,000<br>250 |
|---|---|---|---|
| KR<br>WB<br>KT  | Southwest  M-Bearmont 5,000  YS-Ceprus Christi 1,000  RS-Ceprus Christi 1,000  RH-Houston 50,000  NS-San Antonio 50,000 | Southeast WLOS-Asheville 5,000 WCSC-Charleston . S. C. 5,000 WIST-Charlotte 5,000 WIST-Charlotte 5,000 WIST-Charlotte 5,000 WIST-Raleigh Durham . 50,000 WDBJ-Roanoke 5,000 |   |





## NEWSMAKER of the week

Broadcast circles were buzzing this week with "what does it mean?" questions about developments in Oklahoma City. Chief subject of trade speculations: a young dynamic station operator, long considered the torch bearer of the independents, whose 50,000-watter, KOMA, suddenly moved in to pick up the NBC Radio affiliation recently vacated by WKY.

The newsmaker: Todd Storz, president of Storz Broadcasting Co., a station group that includes WQAM, Miami, WHB, Kansas City, WTIX, New Orleans, and WDGY Minneapolis.

Storz, whose talents for shrewd showmanship, and business-building promotional methods are widely respected in the radio industry, chuckled when SPONSOR called him in Oklahoma City to tell him he was being made Newsmaker of the Week.

"You ought to give the award to Culligan," he said. "He's the one who set off the bomb."

But though NBC Radio's exec. v.p. Matthew J. Culligan was receiving wide-spread congratulations for having snared the KOMA

affiliation after apparently stubbing his toe with WKY, the real center of trade interest was Storz himself, and the reasons for his seeming "change in policy."

"Actually," said Storz, "there was no change of policy involved in our decision to affiliate with NBC. I've felt all along that every radio market is an individual and completely separate problem. I've never been against network stations in principle, any more than I've ever said every independent was outstanding.



"We came down here to Oklahoma City, looked over the local situation, and decided we could do the best job with broad type of programing service. We're carrying about 90% of NBC Radio's sponsored schedule, and we're working out some new formulas and innovations for a smooth combination of network, local and regional programing.

Among the new formulas mentioned by Storz is KOMA's handling of NBC news which comes through on the hour. KOMA makes this its own newscast by beginning a minute early, giving Oklahoma City temperature and weather, and then switching to "our newscaster."

As of now, Storz has no plans for network affiliations in other cities, but admits he'll be studying the network-local program blend very carefully to see the type and size of audience it develops. Needless to say, the industry is going to be studying it too. According to some observers it may easily mark the beginning of a new trend in station and network operations.

To sell Indiana. you need both the 2nd and 3rd ranking markets.

## YOU NEED TWO TO REALLY GO in Indiana!



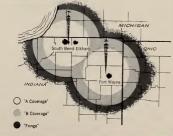


Advertisers anxious to gather speed in Indiana, ride double into this lively sales place. They sweep across two major markets - Fort Wayne and South Bend - Elkhart - on one combination fare which saves 10%. They thus "cut the ice" in a rich interurbia of 340,000 TV homes-bigger than T.A.'s 43rd market\*. Over 1,688,000 people - more than Arizona, Colorado or Nebraska. Effective Buying Income, nearly \$3 billion - and it's yours with just one budget-saving buy!

\* Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May 1958.

call your H-R man now!















Each year as television's audience continued to grow, the prudent ones among us cautioned against a hasty acceptance of its heady statistics.

Each year, they said you would have to wait for it to settle down... until the audience got used to having a moving, talking picture in their living rooms.

And each year the audience grew larger.

Surely, now in the eleventh year of network television it seems reasonable to agree that television is no longer a novelty—that the audience and the advertiser have had time to evaluate it.

It is clear to even the most conservative eye that television today is more attractive to the American family than ever before.

In 1958 the average television family is watching more than ever—an average of four hours and 59 minutes a day. Tonight at 9, for example, three families out of every five will be watching television.

Today there is at least one television set in 43,900.000 homes—86% of the nation's total. And 6,000 new television homes are being added every day.

Advertisers today are reaching the largest audiences in history at a lower cost per thousand customers than any printed medium can provide.

However you evaluate television today—as a medium of entertainment and information—or as an advertising vehicle—it clearly retains its compelling ability to hold the interest of its audience.

And it always will.

For television moves in the main stream of American life. And the continuing novelty in the images it brings to the viewer reflects the ever changing world of his experience.

Because it reaches more people—at the same instant—than any form of mass communication ever devised, American business invests more of its national advertising appropriation in television than in any other advertising medium.

Because it is attracting the largest nationwide audiences in all television (as shown in the 80 consecutive Nielsen Reports issued since July 1955) the CBS Television Network continues to be the largest single advertising medium in the world.

CBS TELEVISION NETWORK®

The novelty of television has worn off...

1531 FEET-TEXAS TALL TOWER

1465 FEET EMPIRE STATE BUILDING

975 FEET EIFFEL TOWER

598 FEET NEXT SAN ANTONIO STATION

# TFXAS TALL TOWER EMPIRE

the world has created the nation's

newest television market.

All currently available set count and market

statistics are obsolete. To reach thousands of new families

in this oil- and agriculture-rich Southwest Empire

you must buy San Antonio's two most progressive television stations -

available now at no increase in rates.





\*

Or do you conclude, as I have, that nearly all oil advertising is composed of windy, meaningless claims, tired technical gobbledegook, and a vast amount of tumult and shouting over precisely nothing at all?

Twenty-five years ago, I was writing such thunderous headlines as "MOBILOIL BETTERS ITS BEST!" I suspect you'll see exactly this same slogan used for Conoco or Cities Service, or Tidewater, or Amoco or somebody, during the coming year. Fashions in oil advertising do not change. And the fashions are pretty dreadful.

#### So I said to the Sheik of Bahrein

But the fault does not lie with men like Mr. Hattwick, nor with such agencies as Y&R, Thompson, Compton, B&B and others who have struggled against the thick viscous goo of petroleum thinking for many unhappy years.

The blame belongs at the very top of petroleum's fractionating tower—in the rarified reaches of high-level management.

To understand it you must understand what it is like to present a new advertising campaign to the formidable Board of Directors of one of those oil company behemoths.

The seven or eight solemn executives gathered around that massive conference table, are not really concerned with advertising in any normal consumer sense. Their minds are crackling with the incredible complexities of a far-flung business empire.

The impeccably dressed gentleman at your left is mentally rehearsing the speech he will make to the Sheik of Bahrein Island on his next trip to the Persian Gulf. That hawk-faced fellow across the table is conjugating the antitrust provisions of the Sherman Act, worrying about the vagaries of the Texas Railroad Commission, computing the freight rates from Aruba. The bespectacled scientist beside him is dreaming of wondrous new petro-chemicals, and his heavy-set-neighbor with the pauneh is plotting a \$50 million cracking plant that will knock the hell out of Shell.

To them, collectively and corporately, advertising means very little. Little except for two things. They'd like it to project a flattering image of their own secret personal dreams. And they are very conscious of what their competitors have to say.

#### The unwritten petroleum code

As a result, the advertising approved by these men (and let's be honest, the advertising submitted to them) tends to be packed with boastful, technical, and scientific claims that glorify their own mighty engineering and manufacturing achievements—but mean less than a Houdry cracker to the average American motorist.

Furthermore, such advertising is almost invariably aimed to impress a small circle of other oil men, to answer, top, or stun old Joe at Texaco, or Kelly at Skelly—who cares what the customer thinks?

And this board room corporate thinking—or not thinking—extends downward through the organization to the nether reaches of most oil company advertising departments. It forms a secret, unwritten code for most petroleum advertising. It infects even their own marketing specialists.

Can anything be done to correct it?

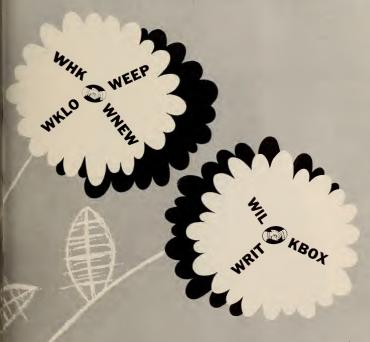
Frankly, I'm skeptical. I do think this. If the petroleum industry ever learned to use advertising with anything like the efficiency and sophistication of the food, drug, cigarette, cosmetic or soap industries, you'd see oil company appropriations twice what they are today. How about it Mr. Hattwick?



Just try

them.

TON WAAB KXOL SCHL



## in the garden of EASTMAN

The first seed was planted in July. Today—only four months later—The Robert E. Eastman Company represents 16 of the finest radio stations in America.

We are proud to have had a small hand in the development of this campaign and would like to add our salute to a really terrific guy.

## jay victor & associates inc.

advertising and public relations

NEW YORK: 515 Madişon Avenue, New York 22, N. Y. - Barclay 7-6474

NEWARK: 1225 Raymond Boulevard, Newark 2, N. J. - Market 3-8487

### multi-city buying is in fashion, too

Capes are the last word in menswear fashion, but buying WGAL-TV's low-cost, multicity coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.



STEINMAN STATION Clair McCollough, Pres.



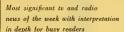
316,000 WATTS

## WGAL-TY

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market - 942,661 TV households - \$33'\(\) billion annual retail sales - \$63'\(\) billion annual income Lancaster - Harrisburg - York - Reading - Gettysburg - Hanover - Lebanon - Chambersburg - Waynesboro - Lewistown - Sunburg Carlisle - Pottsville - Shamokin - Lewisburg - Razleton - Mit. Carmel - Bloomsburg - Hagerstown - Frederick - Westminster





## SPONSOR-SCOPE

6 DECEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

As the result of CBS TV's latest major policy change, the must-buy concept in terms of markets—seems headed for the junk pile. This is the situation:

- Effective 1 March, CBS basic required (specific) stations order policy will be supplanted by a policy of minimum dollar requirements and minimum (selected) number of stations.
  - Instead, CBS TV will adopt a minimum structure based on dollar volume.

The move took both the network's affiliates and Madison Avenue by surprise. For it marks a sweeping change in the concept of network buying, involving:

CBS TV: The new policy will eliminate a highly sensitive point of attack from the FCC-Barrow Study Report and the Justice Department; at the same time it broadens the flexibility of network buying. However, when a high-rating show or premium period becomes available, the nod will still go to the advertiser who can offer the largest station lineup. The network feels it will get optimum clearance cooperation from its affiliates.

ADVERTISERS: Important agencies—contacted by SPONSOR-SCOPE—hailed the abandonment of the must-buy as healthy for the business and a blessing to advertisers who prefer tailored coverage. On the other hand, some agencies wonder whether network buying won't become more difficult in the event affiliates elect to take the CBS easement as a way of wiggling out of network option time.

AFFILIATES: Several of the stations polled by SPONSOR-SCOPE described the network's action as a step toward the eventual breakdown of the network structure. Others think that CBS was putting itself in a position where it could more easily accept business that might otherwise go to spot. On the whole, however, the reaction was favorable to the network.

REPRESENTATIVES: With the must-buy lid off, reps may have to go back to selling agencies and advertisers on the inclusion of their stations in the network lineup—a non-commissionable function for them—on the premise they need the programs before they can get chainbreaks.

NBC TV meantime finds itself faced by a decisive maneuver in policy by CBS TV; its strategy at this point still is under wraps.

Radio stations in the top markets will have an unusually heavy campaign running for Cannon Mills (Ayer) for a couple weeks in January.

The schedule calls for at least 40 markets, with the individual market allotments running as high as \$2,000 a week—an extraordinarily high figure for a quick splurge these days.

(The last time Cannon put on one of these White Sales promotions, the beneficiary was spot tv.)

Another entry on the national spot radio scene this week: Delco (Campbell-Ewald), which will use 11 markets for 13 weeks starting January. Program type: Weather.

.

The air media might as well reconcile themselves to this general strategy of Detroit automotive spending for the next seven to nine months:

- · Money allocations will be in flights.
- After each brief (but heavy) splurge, the company will wait and measure the results.
- If the payoff comes up to expectations, the next flight will entail a still greater expenditure.

There's a possibility that this flight-to-flight buying may even apply to network tv.



Sellers of spot radio can look to Schlitz for a big hike for that medium in 1959. Part of the inspiration is this: Schlitz has been able to get top artists to record its new jingle, which already is catching fire.

You can get a good insight into what leading air media advertisers are thinking and planning by the sort of information they're asking the big research organizations to dig up for them.

For example, the requests coming into Nielsen deal pretty strongly with efficiency. Advertisers are anxious to get information which:

- cy. Advertisers are anxious to get information which:
   Evaluates the efficiency of the various units in the advertiser's total buy, in terms of
- a) audience reach, and b) specific brand effectiveness vs. a competitive brand.
  2) Discloses specifically how participation in the medium fits into the marketing pattern of the product.
- Shows the best combination in both tv and radio (as regards frequency and reach) to achieve certain marketing goals.
- 4) Analyzes the balance of programing on both a day and nighttime basis that would exceed the efficiency of a competitive brand. (For instance, how would a competitive brand go about topping the audience accumulated by Salem.)
  - 5) Tabulated market-by-market cost efficiency vs. that of competitive brands.



Advertisers will be spending about 25% more for unlimited use of taped spots than the prevailing rate for the similar use on film.

Even though the new AFTRA contract still is in negotiation, the price for "wild" spots on tape (unrestricted use over 13-week cycles) has been settled.

It's \$312 per performer per spot, plus 5% for pension and welfare. The rate that the Screen Actors Guild established for film is \$260. (AFTRA started the bargaining by asking for \$850 per spot.)

A factor that improved the position of the networks: Polls taken by AFTRA in key centers indicated that members were not too anxious to go on strike.



You'll find a lot of media people on Madison Avenue who think that the best New Year's resolution to stations could make is to take a long look at their rate cards and do something about simplifying them.

The gist of the plaint: Rate cards have grown so complicated that more and more time is spent bringing them into estimating focus. That's tended to add to the cost of the over-all buying procedure.

Reps themselves have recognized that the increasing complexity of rate cards has actually proved a heavy drain on their salesmen's working hours. A project for standardizing rate cards is high on the SRA's 1959 agenda.

\_

To trade insiders, Fortune Magazine's description of Philip Morris' sponsorship of I Love Lucy as a classic tv flop has certain elements of humor.

In the first place, John Toigo, then associated with the Morris account at Biow, today will admit the cancellation of Lucy was one of the biggest mistakes of his career.

Second, Sanka's subsequent tie-up with Lucy lifted it to third place among all coffee brands and netted millions of profits for General Foods.

For a cross-section of Madison Avenue's reaction to Fortune's recent article on tv as the light that failed, these two quotes from veteran admen serve as a sum-up:

Quote #1: "A sorrowful use of what is supposed to be unbiased journalism to bolster its own medium's competitive predicament."

Quote #2: "I'll serve, for one thing, to keep tv at an aggressive edge, restating the story of its growth and successes and coming up with ways for making the medium even more attractive for both the viewer and the advertiser."

(See How Fortune Tips Off New Anti-tv Line, page 33, 29 November SPONSOR.)

Bewailers of the low state of network tv programing might take note of the fact that viewers the past weekend were treated to two top-draw symphonic specials and an off-Broadway musical comedy, whose joint cost in time and talent came to \$1.4 million.

The trio, two of which received uniformly rave reviews, were: Leonard Bernstein and the N. Y. Philharmonic (Lincoln), Victor Borge (Pontiac), and Wonderful Town (multiple-sponsored).

Interested buyers of minute participations in NBC TV's Ellery Queen and Cimarron City are getting an estimate of what the cost-per-1000-per-commercial minute will be for the two shows the first quarter of 1959.

The quoted figure: \$3. The nighttime average, notes the network, is around \$3.50. Involved in all this is NBC TV's latest departure in sales policy. Queen and Cimarron can now be had in alternate week 20-minute segments, with the allotted two minutes of commercial spread out over two weeks.

P&G is not very happy with the way its two new operas — Today Is Ours and From These Roots—are faring on NBC TV, but it plans to ride along with them through the first of 1959.

The chances are that these afternoon serials (which P&G is sponsoring only partially) will be replaced.

The network meantime got a renewal from Corn Products for three daytime quarter-hours, adding up to about \$3 million a year in billings.

You need no better clue for the motivation behind the magazines' concerted at-

tack on tv than what's been happening to their advertising revenues when compared to daytime tv alone.

One of the hard facts that point up their predicament is this:

From January to September of this year, the 20 top advertisers in daytime network tv made an aggregate gross expenditure for time only of \$78.4 million; meantime their gross billings in nine leading women's magazines for the same period were only \$14.3 million.

Here are the comparative billings by individual advertiser:

| Advertiser            | Daytime Net Tv | Women's Magazines | Ratio   |
|-----------------------|----------------|-------------------|---------|
| Procter & Gamble      | \$24,682,000   | \$2,777,000       | 9:1     |
| Colgate               | 9,577,000      | 1,071,000         | 9:1     |
| Lever Bros.           | 5,437,000      | 1,157,000         | 5:1     |
| Kellogg               | 4,200,000      |                   |         |
| General Foods         | 4,360,000      | 1,287,000         | 31/2:1  |
| Standard Brands       | 4,239,000      | . 481,000         | 9:1     |
| Sterling Drugs        | 3,629,000      | 455,000           | 8:1     |
| American Home         | 5,369,000      | 645,000           | 8:1     |
| Bristol-Myers         | 3,135,000      | 1,494,000         | 2:1     |
| Gillette-Toni         | 1,115,000      | .321,000          | 31/2:1  |
| General Mills         | 2,451,000      | 2,277,000         | 1:1     |
| Pillsbury             | 1,994,000      | 96,000            | 20:1    |
| Corn Products         | 2,497,000      | 449,000           | 51/2:1  |
| Libby, McNeil & Libby | 914,000        | 208,000           | 4:1     |
| National Dairy        | 480,000        | 1,305,000         | 1:3     |
| Sweets Co. of Amer.   | 855,000        |                   |         |
| Mentholatum           | 507,000        |                   |         |
| Vick Chemical         | 429,000        | 228,000           | 2:1     |
| Miles Laboratories    | 1,283,000      | 63,000            | 20:1    |
| Swift                 | 1,282,000      | 78,000            | 161/2:1 |
| TOTAL                 | \$78,437,000   | \$14,392,000      | 51/2:1  |

Source: Tv billings: LNA-BAR (gross time); magazine billings: PIB (gross).

Impulse buying has reached the point where less than 10% of supermarket shopping is done from prepared lists.

Marketing men attribute this primarily to tv, which—by its lavish product displays and demonstrations—has created in the shopper an almost automatic tendency to try the new and the different.

Madison Avenue can look to an invasion in June of presentation-pitching spokesmen for the National Assn. of Tv & Radio Farm Directors.

The idea was triggered by Bob Palmer, of Cunningham & Walsh, when he told the NATRFD convention in Chicago this week that the farm fellows don't bring themselves to Madison Avenue's attention forcibly enough.

Other high points of the gathering:

- Even though their main target remains the farmer, the conventioneers showed they were becoming more and more eager to gain the attention of suburban audiences.
- Rep people on hand urged the farm directors to work more closely with their reps and make a point of inviting more of them to their next annual meet.

Big business in its product and market planning is moving out of a self-imposed vacuum.

Instead of confining its planning and strategy to its own four walls on the premise that each company is a world by itself, it's spending more on researching what the competition is doing.

The new theory:

You can't meet and defeat the competition unless you find out what's going on behind his front line.

NBC TV this week took inventory on where it stood billings-wise on the Today and Jack Paar shows compared to a year ago.

The rundown resulted in these statistical observations:

- 1) Billings in the final quarter of 1958 will be 40% ahead of 1957.
- The two shows will be doing about \$1 \( \frac{1}{4}\)-million a month the first quarter of 1959, topping the first three months of 1958 by 50%.
- 3) Total number of advertisers that used Today and Paar during 1958 was 106; for about 25% of them, it was their first use of tv.

It may be nothing but wishful thinking, but more and more admen on Madison Avenue have lately been voicing this hope:

The time is near when the business will stop making a fetish of numbers and start buying tv and radio on the basis of qualitative audiences and their educated grasp of the media.

Note these admen: Out of growing competition will come a new set of ground rules the most important of which will be acceptance of the need for quality buying.

In their opinion, once their own associates exercise enough boldness to impress this concupunon clients they'll gain more respect for their function and do a far more effective job with tv in particular.

The response of a top-ranking network official to all this: "Let them try to sell that idea to Cincinnati and White Plains and see what happens!" (Nonetheless, drastic changes in the concept of selling network tv already are under way as noted on page 17.)

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 52; News and Idea Wrap-Up, page 62; Washington Week, page 59; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 74; and Film-Scope, page 57.



ITC's

1959 plans for your future include world-renowned stars DAN DAILEY, JACK HAWKINS and VITTORIO DeSICA, in the first of ITC's "series of stature".



DAN DAILEY, JACK HAWKINS and VITTORIO DeSICIthe first of the cast selected for "THE FOUR JUST ME

This is only one of many productions of magnitud envisioned by ITC, Independent Television Corporation

Less than ninety days ago, Jack Wrather, Chairman of the Board and Walter Kingsley, President of ITC, said: "We're going to provid the television industry with facilities — sales, service and products—

without equal anywhere throughout the world.

By September 22, another announcement was made of "the first of several expansion moves planned for ITC both here and abroad." Jack Wrather and Walter Kingslesstated that ITC had acquired TPA, Television Programs of America, Inc.

a leading television production and distribution company

#### This then is ITC's first "Quarterly Report" to you in the advertising industry

#### ON THE NETWORKS:

LASSIE (CBS) — The Emmy and Peabody Award-winning all-family program!

Sponsored by The Campbell Soup Company through Batten, Barton, Durstine & Osborn, Inc. Now in its 5t year in television.

THE LONE RANGER (ABC, CBS) — The first Western and longest run show produced for television. Sponsored by General Mills, Inc. through Dancer-Fitzgerald-Sample; The Cracker Jack Co. through Leo Burnett, Inc.; The Nestle Co., Inc. through McCann-Erickson, Inc. and Smith Bros. through Sullivan, Stauffer, Colwell & Bayles. Now in its 25th year in broadcasting — 10th in television.

**FURY** (NBC) — Consistently delivering a higher share-of-audience than any other network show! Sponsored by The Borden Company, Inc. and General Foods, Inc. through Benton & Bowles.

**THE GALE STORM SHOW** (CBS) — Instantaneous hit, now sponsored for third successful year! Sponsored by The Nestle Co., Inc. through Bryan Houston, Inc. and Lever Brothers Compan (to start January, 1959).

#### IN PRODUCTION FOR NATIONAL SALE:

**THE FOUR JUST MEN** — Based on Edgar Wallace's thrilling novels, starring Dan Dailey, Vittorio DeSic and Jack Hawkins.

**CANNONBALL** — Stirring human-interest series about truckers on the highway to high adventure, produce by Robert Maxwell, creator of Lassie.

THE ADVENTURES OF TOM SWIFT — Daring space-age version of the beloved all-American classic INTERPOL CALLING — Chilling drama of the international police force.

#### FOR LOCAL MARKETING:

SERGEANT PRESTON OF THE YUKON — First time available locally after 3 years on CBS Television
NEW YORK CONFIDENTIAL — Sponsored regionally by D-X Sunray Oil Co., Inc.; Drewrys, Limited.

JEFF'S COLLIE (Syndication title) — the original cast that made *Lassie* the network's most honored show

#### ARROW PRODUCTIONS:

SUSIE, re-runs of *Private Secretary* — starring Ann Sothern • THE COUNT OF MONTE CRIST
THE ADVENTURES OF TUGBOAT ANNIE • RAMAR OF THE JUNGLE • STAGE
THE NEW ADVENTURES OF CHARLIE CHAN • MYSTERY IS MY BUSINES
HAWKEYE AND THE LAST OF MONICANS • THE HALLS OF IVY • FEATURE ANTHOLOG

ITC's objective is to enable you to be a winner in the constant contest for audience

We think you'll enjoy talking matters over with u

when you want to increase your sales — and we'd welcome being of service to you

If you prefer, you can write directly to us. Telephone or wire collect

if you wish. We're making 1959 strategy-for-sales plans today

We cordially invite you to join us - to let us make our plans together

Independent Television Corporation was founded by: The Jack Wrather Organization.

Associated Television, Ltd. of England (television station operators, program producers and theater owners in England and, through Broadcasting Associates Pty. of Sydney, television station operators in Australia).

Carl M. Loeb, Rhoades and Co. (investment bankers).

The Jack Wrather Organization itself also includes: Muzak, The Disneyland Hotel, and, in association with Edward Petry & Co., KFMB, KFMB-TV, San Diego, and KERO-TV, Bakersfield.

ITC maintains offices in New York, Hollywood, Chicago and London, and has representatives in all important centers in the United States and in eighteen countries throughout the world.



488 Madison Avenue · New York 22 · PLaza 5-2100 — Walter Kingsley, President



## Timebuyers at work

Stan Newman, Richard K. Manoff, Inc., New York, feels that not enough has been said about the inadequacies of total home impressions as a guide to a schedule's value. "It is not how many impressions a schedule achieves that is of prime importance, but rather where these impressions are made," Stan says. "For some products

it is more desirable to reach 75% of the homes in a market an average of three times per week, rather than 25% of the homes nine times. Yet the total number of home impressions in both these cases would be the same. Still further, when a schedule does reach 75% of the homes an average of three times per week, a buyer should know whether it is reaching all these homes approximately three times each, or most of them only once



in the week with a very small group receiving 10 impressions a week." Stan thinks that the effective penetration of a spot schedule, like that of a network program, must be measured in terms much more specific than total impressions alone. "Behind this big number lie the analytical facts and figures needed by us for effective buys."



Jane Leider, Atherton, Mogge, Privett, Los Angeles, is a strong advocate of the saturation campaign. "With the exception of the specialized audience to be reached with sports programs," Jane thinks, "saturation spot gives the client the largest number of people for the least amount of money." Jane also feels that the opening



"Jane also feels that the opening up of nighttime ty for spot buys has helped the local and regional advertiser tremendously. "In Los Angeles, in particular, there is the example set by KTTV which offers one-minute and 20-second announcements in Class A time in four different quality half-hour programs weekly, alternating with another four programs—of the same caliber—the following week."
Jane bought this plan for Jerseymaid Milk, feeling that such varied

programs as Colonel Flack, San Francisco Beat, MacKenzie's Raiders and New York Confidential, would hit a good cross-section of the visual gaudience. "And," Jane notes, "other stations are adopting a more realistic attitude, offering increased flexibility in their schedules. It will provide advertisers with greater mileage for their dollars."



"is Intent.

What is he hearing?
A sound in the foreground

Seems to be nearing!

The sound he hears is the FOREGROUND SOUND of KHJ Radio which has been selling Angelenos for a long, long time.

Until a few years ago we at KHJ never thought much about our sound as a sound. For more than 36 years we've been programming informative, stimulating radio fare designed to serve as a good deal more than comforting background noise. And the worth of this "Foreground Sound" policy has continued to prove its value to our advertisers in terms of cumulative listening.

Yes, that sound he hears is KHJ Radio ... and the sound that most often follows is that of your cash register.

To underestimate the variety of tastes in Greater Los Angeles is to underestimate KHJ's ability to sell.



## TOP RATING RECORD

RECORD means

more viewer attention

Radiating effectively from the RALEIGH - DURHAM AREA

WRAL-TV has an unequalled rating record in the Raleigh-Durham area . . . based on ARB surveys, sign-on to sign-off, since the day this station started operations.

The reasons? Plenty of them! The best of the NBC network shows, from TODAY to JACK PAAR . . . popular choices from ABC . . . plus exclusive local programs that attract and hold loyal audiences.

Superlative equipment is another WRAL-TV asset — first Ampex Videotape recorder in North Carolina . . \$100,000 4-camera mobile unit . . . two of the South's largest studios with seven cameras, rear screen projector, three 70-circuit lighting hoards.

To get sales results, use the station viewers choose! Are you on?

4-CAMERA MOBILE UNIT . VIDEOTAPE RECORDER . LARGE NEW STUDIOS



Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5

Fred Fletcher, Vice Pres. & Gen. Mgr. Raleigh, North Carolina REPRESENTED BY H-R, INC.



## 49th and Madison

#### Attacks on ty

It is encouraging to the credit of SPONSOR that you at least recognize the truth and wisdom expressed by Mr. Heiskell, publisher of *Life*.

Why shouldn't the print men adopt an attack of growing severity against competition so richly deserving such an attack and so defenseless against it? Defenseless, in reality, as amateurs or immatures, are defenseless against the pros—amateurs of the classroom vs. the learned pros with years on the firing lines.

The air media need more than "statesmen" as they flounder contentedly under mediocre management and egg-head persuasion.

If Publisher Heiskell was gratuitous in his recent observations, Fortune is rightfully paternal in its current observations on television.

Indeed, sir, can you designate the occasion when less was done with a greater opportunity than has been done with television?

Joe Vinti Carlo Vinti Advertising New York

 Mr. Vinti is commenting on an editorial in the 15 November issue of SPONSOR. For SPONSOR's reply to the attacks of print media, see page 33 of the 29 November SPONSOR.

#### Is radio being short-changed?

"Radio: Is it the short-changed ad medium?" in your November 1st issue is excellent and very, very timely.

Although spot radio in Canada is booming, I frequently feel that the supporting ice is getting too thin and if radio is to reap the reward it so richly deserves, then we must have a continually increasing program of positive selling and research.

Chas. W. Fenton
Sales Director
Broadcast Advertising Bureau
Toronto

SOUNGE serves with Mr. Fenton completely on the need for a program of positive selling and on the need for a program of positive selling and careers. That goes for the U. S. as well at Canada. SPONOR plans to emberk on a comprehensive study of spot radio, its problems and effectiveness as one of our leading projects in 1959.

We have read with great interest the article "Radio: Is it the short changed ad medium?" in your November 1st edition.

This is a very fine article, we feel, and one we would like to circulate among some of the large white space advertisers in our area.

> Dean Fleischman commercial manager WSPB, Sarasota, Fla.

#### Sponsor-scope

May I have your permission to re-print the sixth item on page 19 of 25 October SPONSOR-SCOPE and distribute it to a number of agency time-buyers? It gives a real clue to sales of the EMP group.

P. B. Hinman mgr., WCBI-TV Columbus, Mississippi

The item deals with how an advertiser increases his cost efficiency by increasing his lineup of tv network stations.

#### Quick response on Feniger story

I have already received many interesting letters from station operators as a result of the piece you did in this week's sponsor.

Most of the replies have been from station operators who have attached examples of their current promotional work to point out that they share my feelings as you reported them.

Of particular interest is the fact that I received letters in my Tuesday morning mail, which indicates exceedingly quick action on the part of your read-

Thanks for doing such a good job. Jerome Feniger vice president Cunningham & Walsh

The story appeared on page 40 of 15 Novem-SPONSOR.

#### Kroger radio

I read with interest your article on Kroger Radio in the November 22 issue of sponsor. Unfortunately you have credited our St. Louis Division as the source of these ideas, whereas the "personalities on Radio" program originated in our Roanoke Division on WROV Radio. Just thought you would want to get the record straight.

Wm. J. Sanning mgr. of adv. & sales promotion Kroger Co. Cincinnati

**KOBY Shows a Beautiful Figure** 



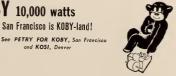
### **KOBY Listeners Add Up to 638,900 Unduplicated Homes Weekly!**

The September Cumulative Pulse audience for the San Francisco-Oakland 6-County Area shows KOBY's family-style programming attracting listeners in 72.5% of radio homes in this major market. No double spotting assures you fullest impact.

10% combination discount when you buy both KOBY and KOSI.

#### **KOBY** 10,000 watts

San Francisco is KOBY-land! and KOSI, Denver



## 220,000

cheered WSB-TV tenth anniversary parade



#### PEACHTREE STREET WAS JUMPING.

Never in the history of fun-loving Atlanta had so great a throng turned out for any event. Nearly a quarter-million people came to help celebrate WSB-TV's 10th birthday; to show their affection for WSB-TV stars and appreciation for the programming this station gives them.

This thundering response gives you a more revealing picture of WSB-TV's dominance in the Georgia market. Skillful showmanship teamed with intelligent programming in the public interest has made WSB-TV one of the nation's truly great area stations. Certainly your advertising in Atlanta belongs on WSB-TV.



"White Columns" is the home of WSB-TV and WSB Radio in Atlanta

**WSB-TV** 

ATLANTA

NBC affiliate. Represented by Edw. Petry & Co. Affiliated with The Atlanta Journal and Constitution.



## FIGURES LIKE THESE CONVINCE DEPARTMENT STORES

| First 50 Markets | NEWSPAPERS | TELEVISION |
|------------------|------------|------------|
| WEEKLY COST      | \$37,770   | \$29,859   |
| DELIVERED COPIES | 15,869,000 |            |
| DELIVERED HOMES  | ?          | 16,144,000 |
| COST-PER-1,000   | \$2.38     | 81.85      |

#### Second 50 Markets

| WEEKLY COST      | \$17,350  | \$10,888  |
|------------------|-----------|-----------|
| DELIVERED COPIES | 4,421,000 |           |
| DELIVERED HOMES  | ?         | 4,241,000 |
| COST-PER-1,000   | \$3.59    | 82.57     |

These figures compare the cost and audience size of a spot tv schedule and a 1,000 line newspaper al. One newspaper vs. two 20-second tv announcements on a single station at 8-30 p.m.—per week partial. Some property of the specific property of (0.18) is a final partial. Some property of (0.18) is (0.18) in (0

#### The "Show-Me Boys" move into tv

- Why the world's most hardboiled merchandisers are shifting media budgets to step up their tv advertising
- **▼** 58% more department stores used 72% more tv spots in 1958. Macy's tv budget reached an estimated \$500,000

New York viewers of Macy's Thanksgiving parade, presented this year over NBC TV, saw once again the towering balloons, and glittering bands of this popular annual feature, plus some startling new commercials, straight and co-op, for such items as model missiles and the durable Betsy Wetsy doll.

But probably few people, outside the retail industry, have recognized the substantial inroads which tv is making in the department store field, long considered the most "hard-boiled" of all modern marketing operations.

According to a just-completed analysis of Broadcast Advertisers Reports for the third quarters of 1957 and 1958, department stores in 15 top markets are sharply increasing their television expenditures.

In these markets the number of stores using tv has risen from 33 to 58, a gain of 58% over 1957. And the total number of weekly spots used by such stores has jumped from 377 to 650, a 72% rise.

Behind these healthy tv increases lie marketing facts of great significance for every tv advertiser:

- Changing patterns in American living are putting new sales, cost, and profit pressures on many types of retailers, and particularly on department and speciality stores.
- Population shifts to the suburbs are forcing a re-evaluation of such favorite department store media as daily and Sunday newspapers, and a reconsideration of both their coverage and their effectiveness.
- Department store merchandisers are approaching tv with the same salesconscious, result-conscious attitude they

#### ITEMS AND SERVICES FEATURED ON TV BY MACY'S



BEAUTY PARLOR **AUTO TIRES** FURNITURE **BATHING SUITS** MATTRESS SALE LAWN MOWER AIR CONDITIONING MARBLE TABLE MINK SALE MACY'S SHEET SALE HOME FURNISHINGS SLIP COVERS & UPHOLSTERING BROADLOOM FUR SALE SPRING SALE CARPETS MEN'S SLACKS

Heavy tv spot saturation was given these typical items on one New York station in 1958

have always applied to advertising. ("It is our belief that retail promotion techniques are at least as good, if not better, than that of the much-vaunted grey flannel set," says Edward F. Engle of the National Retail Merchants Association.

 Department stores of all sizes, and in all types of markets, have piled up impressive factual data on all types of tv sales results, and are now using tv with more efficiency and assurance than previously.

 While department store tv budgets vary widely (Macy's is estimated at \$500,000) there is a growing acceptance for the view expressed by TeB's retail v.p., Howard P. Abrahams, that tv total should represent at least 15% of a store's total promotional budget.

 The use of tv co-op money by department stores is expected to rise, as stores and manufacturers become more familiar with television promotional techniques.

The economic pressures on department stores in the past 10 years have been substantial. The rise of supermarkets, discount houses, shopping centers, home furnishing stores and other types of outlets cut the department stores share of retail sales from 7.4% in 1947 to 6.1% in 1957. Profits

during this period dropped from 7.3% to 5.6%, according to NRMA.

Similarly the population "flight to the suburbs" has bedeviled department store operators. (Cities have grown only 4.7% since 1950, while suburbs have mushroomed 29.3%.) Downtown locations and the parking problem have added their contributions to department store woes.

Faced with these pressures, department store executives have been forced to re-evaluate the reach and effectiveness of newspapers, the ad medium which has served them magnificently for more than 50 years, and to which they have a built-in craft loyalty.

Cold-blooded analysis shows that in many markets, newspapers can no longer provide the coverage and penetration which a modern department store operation must demand.

In San Francisco and Los Angeles for example, unduplicated coverage figures for newspapers show that all dailies combined reach only 40% of families in the city and retail trading zones. Tv in these markets has better than 90% penetration.

Moreover, department store men have become increasingly impressed with tv cost advantages (See box on page 29. In the top 50 markets, for example, a weekly schedule of two 20-second announcements in prime (8:30 P.M.) time reaches more homes at 22% less cost than a 1000 line newspaper ad. A similar schedule in the second 50 markets shows a 28% advantage for tv.

Meanwhile, department store use of tv has been going through a series of evolutionary changes as retail merchandisers have become more familiar with the medium.

One of the most significant features of the recent BAR analysis is that while the number of weekly tw spots used by department store advertisers in 15 top markets increased by 72%, the number of tv programs used by these stores decreased by 46%. In other words, there's a definite trend toward spot in department store merchandising.

Techniques vary widely by stores, however. Macy's believes strongly in saturation spot, and has heavy schedules on four New York stations (WRCA-TV, WABC-TV, WPIX. WNEW-TV) mostly in daytime hours.

Sam Cuff, merchandise director for Allied Stores, thinks only A time is worth buying, and stresses the multiple use of stations (all the stations in town wherever possible).

ZCMI in Salt Lake City (the letters

stand for Zion's Co-operative Mercantile Institute, and the store is owned by the Mormon Church) is now in its 10th year of tv advertising and uses a 15 minute news reel. Monday through Friday, on a 52 week schedule to spearhead its tv campaign. Saturation campaigns are also used for large annual promotions — May Sale, Anniversary Sale, etc.

Malley's. in New Haven, builds strongly on a "local personality" with a loyal following, and in a typical two week campaign, employed 32 local-live one minute spots in daytime hours.

Neel's, a department store doing an under \$1 million annual volume in the small market of Thomasville, Georgia, puts its total budget (\$75 weekly) in a weekly 15-minute fashion show, featuring volunteer annateur models, and can point to impressive sales statistics.

Promotional budgets in the department store field are estimated by retail authorities as running at approximateby 4-5% of total gross volume (Ex: \$2 million for a store with a \$50 million annual sales volume)

The proportion of these budgets being spent for tv is definitely increasing, but again there are wide variations hetween stores. Macy's puts an estimated 8% of total budget into tv. ZCMI 17%, a 15% share is accepted by many stores, though other retailers such as Robert Hall are spending as high as 40% for tv.

One most significant factor in the use of tv by department stores is the expanding number of items being given ty promotion. ZCMI has kept careful records (see box below) of more than 20 different items receiving tv plugs, and reports that in addition to these sales, tv has frequently brought in customers for purchases of other than the television featured items.

Macy's, though notoriously closemouthed about sales figures, is rumored to have sold more than \$100,000 in slacks, more than \$125,000 in power mowers, as a result of sales promotion.

Over and beyond the promotion of specific items, department store men are becoming increasingly aware of the need for store "image building" through tv advertising. The NRMA convention in New Orleans in January will feature this as a leading theme.

Finally, the department store swing toward to has enlisted the attention of manufacturers. More and more co-opmoney is being made available for to use, and TVB reports that more and more manufacturers are preparing special films for department store television promotions.

Even though it may be some time before tv replaces newspapers as the primary local retail advertising medium, most competent industry observers are predicting that the gap between the two will be narrowed appreciably during the coming year.

#### ZCMI, SALT LAKE, USES TV TO SELL MANY ITEMS

| ITEM              | MONTH | % ADVT. COST | ITEM                  | MONTH | % ADVT. COST |
|-------------------|-------|--------------|-----------------------|-------|--------------|
| Pilot Blouses     | Sept. | 20%          | Hosiery               | Apr.  | 11.8%        |
| GE Appliances     | Sept. | 14%          | Men's Slax            | Apr.  | .08%         |
| Bigelow Carpets   | Sept. | 32%          | Sheets                | Apr.  | .05%         |
| Franciscan China  | Oct.  | 34%          | Book: "The Best of    |       |              |
| Carters Sleepers  | Oct.  | 9.79%        | Gordon Owen"          | May   | 24%          |
| Boys' Surcoats    | Nov.  | 3.5%         | Cover-up Coats        | May   | 18%          |
| Slips             | Dec.  | 2.1%         | Pongee Blouses        | May   | 31%          |
| Electric Blankets | Jan.  | 8%           | Jewelry Boxes         | May   | 15%          |
| Men's Slacks      | Jan.  | 3.8%         | Samsonite Luggage     | May   | 12%          |
| Broil Quik        | Jan.  | 18%          | Springfield Blankets  | May   | .08%         |
| Nylon Slips       | Feb.  | 16%          | Fabrics               | May   | .05%         |
| Kopefun Game      | Dec.  | 6%           | Bigelow Carpet        | May   | 16.9%        |
| Jewelry           | Dec.  | 13%          | Hosiery               | May   | .02%         |
| Electric Fix Kits | Dec.  | 19%          | Bicycles              | June  | 21%          |
| Salad Maker       | Dec.  | 7%           | Calloway Rugs         | Mar.  | 8.7%         |
| Fresh Flowers     | Dec.  | 9%           | Two-pants Suits       | Apr.  | 35%          |
| Girls' Dresses    | Dec.  | 31%          | TV Throws             | Apr.  | 31.2%        |
| Nylon Blankets    | Jan.  | 29%          | Sports Coats          | Oct.  | 17%          |
| Chandeliers       | Apr.  | 42%          | Clean-Tint            | Oct.  | 34%          |
| Easter Flowers    | Apr.  | 22%          | łnsko Jewelry         | Oct.  | 15%          |
| Throw Rugs        | Apr.  | 14%          | Sweet Sue Dolls       | Nov.  | 8%           |
| Weigh-Rite        | Apr.  | 33.3%        | American Flyer Trains | Nov.  | 9%           |

These are representative examples of costs for producing sales for specific ZCMI items on television. Percentages represent the portion of gioss sales of an item spent for advertising. Gross sales are sales of the item during the three days following advertising. Source: TvB

#### Inco's \$500,000, 33-market spot radio

The International Nickel Co. finds no promotional effort influences the use of its metal as radio does

Firm has spot radio on a 52-week basis, uses power-house stations and network affiliates, buys news programs

#### PROMOTING METAL NO ONE SEES



Though stainless steel contains only  $8C_c$  nickel, it is one of the most important outlets for the metal. With nickel in oversupply, Inco is now preparing a department store promotion under the direction of Larry Larson, l., Inco v.p. and director of marketing services. Nearly 30 prestige stores have agreed to tie in with the campaign.

which takes place from 2-14 February. Heaviest backing for the campaign comes from Inco's newscasts, which will devote their entire commercial time during the two-week period to the drive. U. S. Steel will support the promotion via a plug on its to show. Inco will also use newspapers and magazines

There are a number of remarkable aspects about the use of spot radio by The International Nickel Co.

Item: It spends more than \$500,000 a year in the medium, which makes the firm a big spot radio spender by any standard. This is aside from the fact that heavy industry is a rare bird in spot radio.

Item: Inco's prime audience target for spot radio is not the consumer (though he is important) but people who influence the use of nickel in trade and industry. No Inco promotional effort gets as much reaction from these "influencers" as radio's soft sell.

Item: Unlike the steel and aluminum firms who promote a visible entity to customers' customers' customers. Inco produces a metal the consumer practically never sees. Furthermore, Inco is even further removed from the ultimate consumer, being, for example, a large supplier of nickel for makers of steel.

Item: Inco's agency, the Marschalk & Pratt division of McCann-Erickson, employs spot radio in a manner which many buyers would quickly label old-fashioned, and which is certainly redolent of pre-tv techniques. The agency uses the medium day in and day out 52 weeks a year, concentrates on power stations and network affiliates and buys 10- and 15-minute programs.

Inco is now in 33 markets. using a 33-station lineup of newscasts crafted with infinite patience. The station, the announcer, the time—all are picked with care. As a matter of fact, the timebuying operation is reminiscent of

the manner in which the Esso reporter lineup was put together, an operation in which Marschalk & Pratt played no small part.

Inco may not be finished building its lineup. If the right station and the right time and the right announcer are available, Inco might very well put more money into spot radio next year.

Granted that Inco's promotional expenditures, as with any industrial advertiser, are only a small percent of sales (less than 1½), the fact remains that spot radio accounts for about 10% of all consumer media billings and about one-sixth of all promotional spending.

Inco has been in radio for about seven years but last year (1) increased the radio budget and lineup substantially and (2) put less emphasis on the public relations aspect of its advertising as a result of new developments in the industry. (For a story of Inco's early use of radio, see "How International Nickel uses spot radio for p.r.," sponson, 1 November 1954.)

In 1958, for the first time in almost two decades, there was an oversupply in the nickel market. A number of factors were responsible: new production facilities and sources of supply, including more competition for Inco, which once had a virtual monopoly of the U. S. market and now has about 60-65%. The Inco situation is analagous to that of Alcoa in that the competition was government inspired. And like the aluminum situation, the use of nickel is growing so that, in the long run, there should be enough business for everybody.

While Inco has by no means inserted a hard-sell into its advertising it has been pushing a little harder. One of the first fruits of this new pressure on the market is a stainless steel promotion set for February.

Note that International Nickel does not make stainless steel. It supplies nickel for stainless to steel processors. Most stainless contains only about 8% nickel but is one of the most important outlets for the metal.

The stainless steel drive, scheduled for 2-14 February, is keyed to promotions in 29 department stores in as many markets. With two exceptions, the department store markets are also

#### oft sell

markets in which Inco is using spot regularly. All are "prestige" stores.

The department stores were lined up by one of Marschalk & Pratt's sister satellites orbiting around McCann-Erickson—Sales Communications, Inc. Wayne McIlvaine, who headed up a crew of men getting stores to tie in, reported that the Inco promotion has turned into one of Sales Communications' most successful iobs.

The reason? McIlvaine listed the following: First, Sales Communications men hit the department stores at just the right time—early in October. A week earlier or a week later in some cases would have meant the cold shoulder. As it turned out, men from SCI sparked a series of ideas among department store executives that later turned into store-wide promotions in some cases.

Secondly, the promotion dates were well-timed. February is the best time to pick up where Christmas and White Sales leave off. Finally, said McIlvaine, "Stainless steel today is hot."

Backing up the in-store promotions will be a steady stream of commercials on 30 stations—six per week in most cases. In addition, U.S. Steel is supporting the drive with a plug on the 11 February U.S. Steel Hour. Print media advertising includes a 1.000-line newspaper ad in each market plus four-color ads in Saturday Evening Post and Look. In addition, U.S. Steel is devoting its spread in the same issue of the Saturday Evening Post to the promotion.

Inco hopes and expects its basic budget will be supplemented by local level advertising by the department stores concerned as well as by additional retail advertising generated by local media salesmen. All the major steel firms have been alerted to the promotion and support is also expected from that quarter, though details are currently lacking.

This will be Inco's first retail promotion since the 30's, according to Marschalk & Pratt president Sam Meulendyke. He ought to know. Meulendyke has been on the Inco account since the agency corraled it 35 years ago. And he's still on it.

He explained Inco's philosophy in (Continued next page)

#### INCO BUYS POWER STATIONS



Inco's lineup of 33 stations was put together over a five-year period by Marschalk & Prau. Agency president Sam Meulendyke, l., who has worked on the account since the agency got it 35 years ago, stresses the care with which each outlet is chosen. With the exception of four, all outlets are network affiliates. There are twenty 50 kw's among the list and none is under 5,000 watts (davtime)

#### This is Inco's regular station lineup

| City             | Station   | Show length | Times per wee |
|------------------|-----------|-------------|---------------|
| ATLANTA          | WAGA      | 15 min.     | 3             |
| BALTIMORE        | WBAL      | 10 min.     | 3             |
| BIRMINGHAM       | WBRC      | 15 min.     | 3             |
| BOSTON           | WBZ-A     | 5 min.      | 6             |
| BUFFALO          | WBEN      | 15 min.     | 3             |
| CHICAGO          | WBBM      | 15 min.     | 3             |
| CINCINNATI       | WKRC      | 10 min.     | 3             |
| CLEVELAND        | WGAR      | 15 min.     | 3             |
| COLUMBUS         | WTVN      | 10 min.     | 3             |
| DALLAS           | WFAA      | 15 min.     | 2             |
| DAYTON           | WING      | 15 min.     | 3             |
| DETROIT          | WJR       | 15 min.     | 3             |
| HARTFORD, CONN.  | WTIC      | 10 min.     | 3             |
| HOUSTON          | KTRH      | 15 min.     | 3             |
| HUNTINGTON       | WSAZ      | 10 min.     | 3             |
| INDIANAPOLIS     | WIBC      | 10 min.     | 3             |
| KANSAS CITY, MO. | KBMC-KFRM | 10 min.     | 3             |
| LOS ANGELES      | KFI       | 10 min.     | . 3           |
| LOUISVILLE       | WHAS      | 15 min.     | 3             |
| MILWAUKEE        | WTMJ      | 15 min.     | 3             |
| MINNEAPOLIS-     | WCCO      | 5 min.      | 5             |
| ST. PAUL         |           | 15 min.     | 1             |
| NEW ORLEANS      | WWL       | 15 min.     | 3             |
| NEW YORK         | WOR       | 15 min.     | 3             |
| PHILADELPHIA     | WFIL      | 5 min.      | 5<br>3        |
| PITTSBURGH       | KDKA      | 10 min.     | 3             |
| SAN FRANCISCO    | KCBS      | 10 min.     | 3             |
| SEATTLE          | комо      | 10 min.     |               |
| SYRACUSE         | WSYR      | 10 min.     | 3             |
| ST. LOUIS        | KMOX      | 10 min.     | 3             |
| TAMPA            | WFLA      | 15 min.     | 3             |
| TOLEDO           | WSPD      | 10 min.     | 3             |
| TULSA            | KVOO      | 10 min.     | 3             |
| WASHINGTON       | WTOP      | 15 min.     | 3             |

X ------

using radio to enhance awareness of nickel. "We don't consider radio advertising as strictly 'consumer' advertising. There are many, many people who influence the use of nickel and whom we want to reach. There's the auto company executive, the fabricator of steel, the housewares manufacturer, even the man who machines a nickel alloy but may not be aware of it. The ultimate consumer is secondary, though he is important.

"We've had no advertising or promotion that resulted in so much reaction from users of nickel as radio. How do we know? Our salesmen report that executives of our customers or our customers customers listen to our newscasts while driving to and from work. We offer booklets in our newscasts and that tells us who's listening."

The reaction to radio is particularly gratifying to Inco considering its basic advertising problem. "The International Nickel Co.." Meulendyke said, "is unique in that it is faced with this peculiarity: nickel has no identity; does not go to the public as nickel."

In presenting its face to the public via radio, Inco goes to great lengths to assure that it is a consistent one and that it fits company policy. One way it does this is by means of a booklet prepared for station personnel working on Inco's newscasts.

The booklet, prepared by the agency, starts off by saying that Inco uses radio to get across two ideas: (1) Inco nickel is a useful metal. (2) Inco is a progressive company.

"In developing the first idea," the booklet says, "our client gives you commercial after commercial about the use of Inco Nickel in hospitals, jet plane engines. fire-fighting equipment, roadbuilding machines . . ."

As for the second idea, the booklet goes on, there are commercials about new and improved mining methods that Inco Canada (the parent company) has either developed or adapted to increase the output of nicked ores. "You'll have commercials that talk, in a conservative, fact-centered way about our client's research 'break-throughs' in the extraction process."

The booklet lays down a number of points about its policy of news broadcasts. These are:

- Complete responsibility for news content rests with the station.
  - Programs are selected because (Please turn to page 70)

#### Maypo prevents premium

- Without come-ons or gimmicks, hot cereal maker doubles markets with tv spots featuring animated cartoon characters
- Success of similar strategy in 1957 gave Maypo cue for new campaign; results point to 10-fold gains against industry's 5%

when Maypo (the maple-flavored hot oat cereal) finished doubling its marketing areas this last fall, the effectiveness of spot tv plus an ingratiating cartoon character figured large in getting the job done. Tv, in fact, was the sole medium on the list.

Maypo is a product of the Food Division of Heublein, Inc. in Hartford, Conn. Heublein's marketing objective was to expand Maypo from 35 to 73

markets in mid-September. This would increase its distribution area to cover the entire northern half of the U. S. (that is, the bulk of the hot-cereal consuming area) from Washington, D. C. in the East to San Francisco on the West Coust.

Problems in the path of obtaining distribution were:

- · Maypo's price.
- · Lack of premium come-ons.

Mass displays in new markets point up importance of tv character in creating demand. (L to



#### leadaches by smart use of spot tv



#### **FACTS BEHIND MAYPO'S TV SUCCESS**

- PRODUCT CONSUMPTION: Industry sources estimate the consumption of cold cereals at 5.1 lbs. per capita as against 2.5 for hot cereals (such as Maypo). Maypo thus had to lick a problem that's largely seasonal (September-April) and regional.
- STRATEGY: Premiums (commonest distribution-forcer) were ruled out as too cumbersome and costly. A cartoon image—to stimulate product identification and demand—was created three years ago to do the job. This year, to double marketing areas Maypo tripled its spot outlay to about \$1 million, SPONSOR estimates.
- RESULTS: Maypo has shown gains (up to 1000%) in old markets. In new markets, tv identification at point of sale has created demand resulting in mass displays and doubled case sales in a northern belt extending from Washington, D. C. to San Francisco.

 Need for strong retailer support in the face of these facts.

For a solution, Maypo and its agency Bryan Houston, Inc., went back to a strategy that previously had panned out:

Last year, Maypo sales had increased 75% in the North and Northeast with the help of Marky, all-boy hero of its animated tv commercials (SPONSOR, 14 December 1957).

This fact figured strongly in the following merchandising steps preceding expansion to the new areas:

- 1. Change in packaging. From a general carton of a kid on the package, Marky, in familiar 10-gallon hat, now dominates the front of the box. This was to stop the premium-hunting kid with a familiar image which, in new markets, was intended to replace the premium desire (so strong that every dry cereal and most hot cereals carry premiums today).
- 2. Trade ads linked to tv. A John Crosby column extolling Marky was featured in a series of grocery trade ads aimed at food retailers in the new markets. Crosby's nationally syndicated appraisal: "Maypo commercials ... are among the best and most entertaining to come along in years...."

Since the first Maypo animated tv cartoon commercial appeared . . . Maypo has had to go all out to meet the tremendous public demand."

3. Highlighting Marky's acceptance. Salesmen calling on the trade brought the results of two consecutive ARB polls (December 1957, January 1958), in which Marky commercials ranked No. 1 in popularity throughout the country, even though they were only seen at that time in 35 markets. (This fall, Marky again appears on ARB's popularity poll, ranking fourth in the October listing after less than two weeks on the air in most markets).

Timebuving strategy followed a pattern worked out in the existing markets: Dick Stevens, Bryan Houston, Inc., media buyer for Maypo and Maltex, searched out combinations of kid show and family-adventure adjacencies. The reasoning: to reach a broad family audience through such adjacencies as Lone Ranger and Rin Tin Tin as well as the kid-appeal-only programing. When possible, Maypo one-minute commercials were slotted between kid shows and adult news programing in order to reach both generations. One hundred ten stations are used in the total of 73 markets for 26 weeks (to mid-March, end of the "hot cereal season"). sponsor estimates a budget increase from \$300,000 to \$1 million to accomplish this.

The grocery trade, traditionally sensitive to the amount of national advertising support a product gets, responded with the merchandising support Heublein was after, according to Maypo sales manager Floyd James and advertising manager Frank Marshall.

The pattern in many markets is similar to last year's success in Detroit: So effectively and rapidly did tv stimulate consumer sales there that the Maypo broker, Farnham Sales Co., was able to get large numbers of stack displays ranging in size from 10 cases to 100 cases. Four giant supermarkets built such 100-case displays and a tally showed that these displays had an average movement of 83 cases over a single weekend.

Now 100-case Maypo displays (picture on opposite page) are already in several of the new markets, as well as in many of the old ones.

Sales in new markets, such as Baltimore, started the fall season following the same encouraging pattern as the established markets: Metropolitan New

(Please to turn to page 71)



Advertising musicians: Contributors to RAB award-winning Northwest Orient commercial, composer Bob Swanson and vocalist Ginny Gibson

#### Renaissance in radio commercials

Creativity is busting out all over in jingles and copy; the recent RAB awards point up this salient fact
 "Radio is progressing in its tastes," says an adman

and that explains what's happened to radio commercials

Only a part of the story of radio's comeback is written in the time-sales ledgers. The rest is etched in the grooves of sponsors' electrical transcriptions.

This fact was reaffirmed by the recent Radio Advertising Bureau awards for "the most effective radio commercials of 1958." In New York's Waldorf Astoria on 18 November, top executives of eight agencies received the RAB plaques on behalf of a variety of products ranging from tomato paste to automobiles. (See chart.) The common ingredient of all eight winning commercials was imagination.

Only a few years ago, the charge was leveled from several directions against advertising agency creative departments that radio copy was being short-changed in favor of television commercials. Advertising copywriters, it was felt, were trying to wear two hats, only the one marked "Tv" seemed so much more glamorous that the hat labeled "Radio" was neglected. Both as a medium and as an opportunity for commercial creativity radio.

appeared to be getting the go-by; in short, nobody cared.

Such a charge would be ridiculous today.

"Radio commercials have become so damn creative by now," an adman told sponsor, "that it might even be a relief to hear a mediocre one."

What lies behind this renaissance? Where is it headed? By today's standards, what are the components of an effective radio commercial?

To find some of the answers, SPOS-SOR paid a call on Bob Swanson, a 3B-year-old self-termed "advertising musician" who has spent the last decade in the creation of radio commercials and who moves at a 78 rpm clip in all directions—composing, arranging, writing, acting, and recording. To watch Swanson and his troupe of recording artists is to understand something of what has happened to radio commercials.

Swanson, who has just set up the firm of Robert Swanson Productions on 54th Street near Fifth Avenue in New York, composed, arranged and recorded for Campbell-Mithun Agency the RAB award-winning Northwest Orient Airlines radio commercial. The creation of the Northwest Orient commercial was by no means a "lone-wolf" effort. As with most of the top-flight radio announcements (and "announcement" is by now a pretty weak method of describing the free flight pattern of today's radio commercials) it represents a unified wave of creation on the part of agency, client and producer. Concerned at the client headquarters were Gordon Bain, vice president in charge of sales, and Jack Nichols, director of advertising. At Campbell-Mithun, the interested and contributing parties were Joseph Spery, manager of tv-radio; Jack Roddy, copywriter; Wynslow Case, vice president and account supervisor, and account executive Howard West, a former Northwest Orient Airlines employee.

The finished commercial itself is an offspring of two quite different musical compositions by Swanson. On the word "Orient," he concluded one jingle with the distinguishing "chop-chop" punctuated with the clang of an Oriental gong. The first part of this one, however, didn't meet with either agency or client approval, so he wedded it finally to the one that did. In today's creative competition, there is no settling for a second-best commercial; "takes" go on and on.

"Radio is progressing in its tastes," says Campbell-Mithun's Joe Spery. "There is a definite upgrading of music, humor and other techniques."

"In the last three or four years," says Bob Swanson, "interest in better music commercials has picked up considerably." Swanson should know. Once a bass viol player with Tex Benecke's band, Swanson has composed, scored, sang, played in, and announced enough commercials to move a mountain of products. For three years he was the voice of "Happy Joe Lucky" for Lucky Strike. He wrote the music for the first of the Piel Bros, beer commercials for Y&R, and has recently composed the new "Barrel of flavor" commercial for the same agency and sponsor. Easy-Off, Aero Wax, Eastman Kodak, Texaco's Benny Goodman "Swing into Spring,"

(Continued next page)

## RAB "TOP COMMERCIALS" WINNERS FOR PAST FOUR YEARS

#### PRODUCT 1958

Budweiser Beer Contadina Tomato Paste Dodge Newport Cigarettes Northwest Orient Air Pepsi-Cola Tetley Tea

Winston Cigarettes

#### AGENCY

D'Arcy Advertising Cunningham & Walsh Grant Advertising Lennen & Newell Campbell-Mithun Kenyon & Eckhart Ogilvy, Benson & Mather William Esty

#### 1957

Beech-Nut Gum
Budweiser Beer
J
Dodge
Ford
Marlboro Cigarettes
Pepsodent
Texaco
Winston Cigarettes

Young & Rubicam D'Arcy Advertising Grant Advertising J. Walter Thompson Leo Burnett Foote, Cone & Belding Cunningham & Walsh William Esty

#### 1956

Budweiser
Camel Cigarettes
Diamond Crystal Salt
Ford
Marlboro Cigarettes
Old Spice
Pepsodent
Winston Cigarettes

D'Arcy Advertising William Esty Ogilvy, Benson & Mather J. Walter Thompson Leo Burnett Wesley Associates Foote, Cone & Belding William Esty

#### 1955

American Tobacco Coca-Cola Esso Standard Oil Eveready Batteries Ford Metropolitan Life Nestle Co. Piel Bros. SSC&B
D'Arey Advertising
Marschalk & Pratt (Mc-E)
William Esty
J. Walter Thompson
Young & Rubicam
Bryan Houston
Young & Rubicam

and the extension phone jingle for AT&T are other Swanson Creations. The "Why don't we have ice tea more often?" music for the Tea Council through Leo Burnett (which won the John Blair Co. radio commercials award this year) is also Swanson's.

Once a week, he takes a "busman's holiday" by joining in a jam session with a group of Madison Avenue agencymen and producers whose hobby is music and who call themselves "Seven Lemons On The Rocks."

The group with whom Swanson turns out radio commercials (and it is they who sang the Northwest Orient commercial) have been associated with him for the past 10 years. They are: Ginny Gibson, an MGM and Paramount recording artist; Bernie Knee, whose record of "The Blob" from the theme of the recent motion picture is moving up in the disk hit list; Jack Keller. vocalist, pianist and accordionist who was pretty much responsible in bringing the present group together after World War II; and Bud MacKenzie, vocalist, arranger, drummer and vibraphone player. They are a dedicated, self-critical lot, reflecting the renewed interest of talent in turning radio commercials into an art form. Swanson sings right along with them, setting the beat with a rocking-horse rhythm.

One of the significant differences between this year's RAB winners and last year's group is that three of last year's commercials were all-talk, light touch commercials (Ford, Dodge and Beech-Nut Gum). This year, only one such commercial made the list (Dodge). Since this trend spread like wildfire about a year or so ago after it was popularized by the Bob and Ray Piel Bros. beer commercials, we asked Swanson what might account for the sudden swing back to music.

"It think you'll find," said Swanson, "that the all-talk, comedy commercial is effective only until the listening audience knows the words. Then it loses impact, just like a joke you hear for the second or third time. This kind of copy approach requires a substantial backlog of fresh jokes.

"Music commercials, on the other hand," Swanson continued, "don't seem to wear off like all-talk commercials. People don't tire of music as fast as they do of words. In fact, music is just about the best form of subliminal advertising. It seems to identify with the product. With a good jingle, you eventually can drop the words and just a snatch of the melody will recall the jingle and product to nind. We're learning to do a lot in sales with music."

Not only are national accounts becoming expert in music, but, according to Swanson, the locals and regionals have caught on fast, too. We arrived in the middle of a recording session for a regional paint advertiser, and Swanson had composed a score for the jingle in the style of Jimmy Dorsey. For a Minneapolis homebuilder he has done commercials a la Glenn Gray: the builder found that most of his customers are at an age where Glenn Gray music sets up a touch of nostalgia. He has been selling homes via radio faster than he can build them

Not many advertisers rely on music to do the whole selling job. They've got a message to get across and that takes spoken words. (In the RAB winners this year it is interesting to note, however, that three were 99-44/100% all music: Budweiser, Pepsi-Cola and Winston, while a fourth. Newport, was all music except for a rhymed spoken announcement.) A lot of minute commercials today are being built on only six-second jingles; the average is about 13 seconds of music. An agency copywriter, who had dropped into Swanson Productions, offered an explanation for this: "I think it began way back in the old days of radio with the first Pepsi-Cola jingle. The theory was that it took the average listener about 12 seconds to get up and tune in another station, so a jingle that lasted no longer was practically guaranteed to be heard."

Ba

(8)

Here is Swanson's recipe for a successful jingle: (1) Figure out the best way to get the message across in the shortest possible way. (2) Put the words together in a simple rhyming pattern. (3) Melody must be simple and memorable; never intricate. (4) If these basics have been accomplished, you can now go ahead and elaborate all you wish in the production of the commercial.

Of course there is another require-



A winner: Edwin Cox. chairman of board at K&E accepts RAB trophy for Pepsi-Cola. RAB has a library of 3,000 commercials

#### RECIPE FOR A COMMERCIAL

The hook: The radio listener must consciously or unconsciously recognize that something is about to be aired that he can't afford to miss. It might be compared to the opening sentence of a story

The appeal: Universality of appeal, while it may depend on product or service, must be strong enough to hold those caught by "the hook." The message must justify the hook as text does a headline.

Motivation: No matter how sharp the hook or strong the appeal, if there is no motivation to buy, the commercial can fail. The techniques to effect motivation are many; just don't forget to use one

\$0.00 годинати и по в селоти поти на принада и постава под принада и по под на принада на принада на принада н

ment for a successful commercial and Swanson put it into words when he said, "It was a real pleasure working with a creative guy like Joe Spery on this Northwest Orient commercial."

sponsone checked Joe Spery at Campbell-Mithun on his recipe for a commercial. He put it simply: (1) The hook: make the listener stop and recognize consciously or unconsciously that he'd better "now hear this." (2) Universality of appeal: The appeal may depend in large measure on the product or service advertised, but it must be strong enough to hold those who were "hooked" into listening. (3) Motivation to buy: the listener may have found the commercial appealing, but unless he is motivated to buy, the ultimate aim int't achieved.

So creative have the radio commercials become that they are getting reaction from writers and columnists in the trade press. They also are being noticed and appreciated by radio d.j.'s and personalities. From this sophisticated group, the really creative commercial frequently derives a bonus—in time.

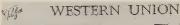
After playing a minute announcement that especially tickles the d.j.'s fancy, he frequently comments on if for an additional 10 or 15 seconds. Or he may take a few seconds to lead in.

Bert Parks on NBC's Bandstand is a star who goes to great trouble to integrate an et. into his show. Example: After a rundown on bullfighting, Parks says, "Here are some "don't's" for bullfighters—Don't let the bull frighten you; don't let him surprise you; don't let him get between you and the exit. Oh yes, here's one more 'don't'": The Calumet Baking Powder commercial then comes on: "Don't struggle with crumbly combread..."

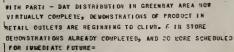
The winners of the RAB commercials awards were picked by a panel of 150 agency, advertiser and broadcasting executives. It is the fourth annual presentation of its kind, and how important it is to RAB is summed up by President Kevin B. Sweeney.

"Here at RAB, we use the creativity of these commercials as an actual selling tool for all radio," Sweeney says. "We have a library of more than 3,000 taped commercials. For a West Coast advertiser we will play some commercials that have proved effective for an Eastern or Midwestern Client in a similar product line. It's a sort of 'cross-pollination' of ideas."

#### TV UPS PARTI-DAY DISPLAY



U GUA149 PD=GREENBAY UIS 28 1124AMC= UOHN MCMILLIN, SPONSOR= AO EAST 49 ST NYK=



ROBERT, PARKER MKTING MGR WBAY-TV GREEN BAY=



with Parti-Day's distribution pipelines in the Green Bay Wisconsin test area now well filled as a result of combined tv and broker pressure, and Parti-Day now stocked by all major supers and chains, emphasis in this sponsor-reported tv test is shifting to retailer and consumer levels.

Reports from Marvin Bower, merchandising manager for Otto L. Kuehn Co., Milwaukee food brokers handling Parti-Day throughout Wisconsin, indicate tv's power to help get demonstrations, displays and features in the grocery, and supermarket field.

Bower, in addition to noting the in-

crease in in-store demonstrations of Parti-Day mentioned in Bob Parker's wire (above) credits the day tv schedule with having greatly steped upon Parti Day's vertil displays and print

Parti-Day's retail displays and print.

Parti-Day had been in this area for six months previous to the start of the daytime tv schedule over WBAY-TV.

Kuehn's men also report that three major dairies have approached Parti-Day with plans for co-operative demonstrations of Parti-Day Toppings and milk and ice cream products.

Interest in the Wisconsin test was evidenced last week when Peter G. Holliday, Parti-Day president, visited Green Bay for a series of meetings on marketing and tv problems. Holliday, accompanied by Robert J. Curry Jr., D'Arcy account executive, conferred with Haydn Evans, manager WBAY-TV, and Russ Widoe, WBAY-TV announcer-m.c. who delivers Parti-Day commercials. Widoe's new series of "children's party" announcements will be discussed in next week's SPONSOR report.

#### Box score of shipments

Before start of tv test

Average 15-day period ..... 262 cases

Since start of day tv

15 Oct.-21 Oct. 580 cases 1 Nov.-15 Nov. 1450 cases

All figures for 80-mile area around Green Bay, covering shipments to 14 wholesalers

#### The test in a nutshell

Product: Parti-Day Toppings

Market: 80 mile area around Green

Bay, Wisconsin

Media: Day to spots only

Schedule: 10 spots weekly Length: 26 weeks—from Oct. 15

Commercials: Live, one minute



#### Radio reaches

- Two-way radio strategy pays off for foot-ease product
- Separate campaigns aim at housewife, woman in factory
- Dr. Scholl's, veteran foot remedy advertiser, is cashing in on a growing market which many sponsors have not yet discovered—the rising number of

women employed in industrial plants. Bureau of Labor statistics on these women are impressive: 3,921,000 as of

last July, a rise of 13,000 since April. U.S. Department of Commerce figures nail down just how many of these women are in actual plant areas of U.S. factories: 17.5% (or 3,766,700) of the 21,524,000 working women are listed as "operative." That is, they are doing machine, instrument or handling operations for which wartime experiments proved radio listening increases efficency. Add to this another eye openers.

According to Pulse estimates, 15% of radio listening is done at places of business, a 3% gain over 1957. Dr. Scholl's, whose advertising is aimed at women on their feet, has therefore geared its campaign to reach a dual daytime audience: 1) housewives. 2) women in plants and factories.

An informal, chatty type of show seemed indicated for the first audience, so two 15-minute participations a week were purchased in Don McNeill's Breaklast Club on ABC.

Reasoning that a musical format with popular middle-of-the-road music would get maximum audience in plants, and that pre-noon was the best time, the company purchased two 15-minute participations a week in Bert Parks' Bandstand on NBC. These participations would also reach still another segment of the at-home audience, the vounger housewife, the company felt.

Major reason for reaching these audiences while they're on their feet: "Our products are non-impulse items," says ad manager J. A. Wagner. "You don't buy them until you need them.

For housewives, Don McNeill (r) gives chatty, humorous flavor to commercials with *Breakfast Club* troupe: comic Sam Cowling (1), singer Dick Noel

#### orking women best, says Dr. Scholl

This sort of product must be exposed when and where you need it."

The housewife and the plant employee are each exposed to Zino-pads in two 15-minute participations a week per show, accounting for 25% of the Zino-pads budget.

Aimed at different audiences, commercial techniques follow separate lines with each:

Chit chat and humor is stressed by McNeill, who gets down into the Chicago audience and talks about the product. He told sponsor he welcomes such seeming reverses as the woman who announced flatly, "Tve never had a corn or callous in my life," when he gave her a box of Zino-pads for her convention-weary feet. "It gave me a chance," he said, "to pitch the fact that this is a product for all-around foot comfort."

Similarly, Dr. Scholl's welcomes those words "corn or callous." Obviously the woman associates the product with foot discomfort. According to Donahue & Coe account supervisor Arthur B. Churchill, attempts to glamourize the product have never been successful. "People want to be sure you're talking about their problem," he says, "and to them it is anything but glamorous," In the case cited above, McNeill merely related the product to the woman's problem.

Because a music or music-and-news format is right for plant listening, according to Churchill and Wagner, an et. Jingle is used on Bandstand. As a transition device, bandleader Skitch Henderson has orchestrated a lead-in to the jingle featuring the Scholl theme. As with other commercials on the show, a light bit of conversational patter also leads into the jingle and factual copy that follows it.

The jingle, like the copy, does not pussyfoot about copy points: starts right off with Dr. Scholl's three favorite words, "If Corns, Callouses or Bunions bother you . . ." and even spells out Z-i-n-o before running its six-line, 15-second course.

The jingle's points are basically those you'll find in any promotion piece for the product, such as the one McNeill holds in the photo (opposite page). Visual matter for a radio show? Since studio audiences are largely out-

of-towners, every woman in the room is considered a potential customer.

Why does Dr. Scholl's concentrate on women? Seven out of 10 women suffer from foot trouble of one kind or another, according to the company, while the figure is much lower among men. Women are more conscious of foot discomfort and, if sold themselves, will buy the product for their husbands anyway. Other products than Zinopads are pushed during holiday (or heavy-walking) seasons. Commercial emphasis changed this week to general foot comfort appeal for the holiday.

Continuous advertising is needed and when sales are up in certain areas —as they are presently in California and Texas—spot radio is added to increase this continuity of impressions. In spite of revisions in strategy, Dr. Scholl's has always leaned toward identification with personalities in its long use of radio. One of the company's earliest shows, 28 years ago, was Dr. Scholl's Foot Comjort Ramblers, a quarter-hour show on both the old NBC Red and Blue networks. Announcers were Kelvin Keech and Bennett F. Grauer, now known as Ben Grauer. Also in the early 30's, Dr. Scholl's sponsored Arthur Tracy and his Street Singers. Mary Margaret McBride was another sales influencer.

Still emphasizing personalities, Dr. Scholl's now uses them to reach separate audiences in this era of specialization. "There's no doubt that this combination approach is paying off for us." says ad manager Wagner.





For plant workers, use music format, says Dr. Wm. M. Scholl (at left). Bandstand conductor Skitch Henderson (seated) tries out or-chestrated lead-in to jingle on (1 to?) Donahue & Coe v.p. Arthur B. Churchill, rencee Bert Parks, producer Bob Sadoff. Dr. Scholl, veteran radio advertiser, sees growing number of sets turned on in plants as reason for diversifying day-time approach to women. Spot support uses music-news adjacencies



All-out dealer and press event at the historic San Francisco Presidio is part of Rambler's promotion kicking off their first major tv buy

#### Why Bay Area Rambler tried tv film

San Francisco Rambler dealers' first tv buy a Western series slotted in late evening weekend time to snare an adult audience

Ad strategy is full sponsorship for identification, plus wide dealer participation—with Mackenzie's Raiders on KPIX

How can a group of automobile dealers use television to promote their line and its features—and at the same time sell themselves as individual dealers to the car market?

One solution to the problem of selling two ways at the same time has been arrived at by the Bay Area Rambler Dealers. After experimenting with tv spannouncements this spring, the Rambler men decided they needed the weight of a program of their own, which would also provide them with enough time to tell a complete story.

They made their first major television investment this October, with Mackenzie's Raiders on KPIX, San Francisco, every Saturday evening from 10-10:30 p.m.

sponsor asked John Harvey, president of the Rambler dealers association in the San Francisco area, these questions: Why did you decide to use syndication? Why did you buy a Western? Why did you go all out with a fully sponsored series? And how are the dealers utilizing the show?

Rambler's biggest headache was how to sell the line and its features and, at the same time, direct the car-buying and trading public to its dealers. It was too much of a story to tell thoroughly with announcements.

Instead of following the usual trend of buying alternate sponsorship of two different shows, the Rambler men elected to get solidly behind one syndicated program that would be identified with their dealers and their dealers alone.

They were looking for a real "audience catcher" that would reach as nuch of the television audience as possible. Of several shows available, Mackenzie's Raiders was selected as most appealing and best for the late evening time period that had been picked to get at a mature audience.

One of the factors behind the decision of the Rambler men to go into television extensively for the first time was coverage. With dealerships spread out over the entire Bay area, it was a strong consideration that with one program on one station Rambler would get the kind of impact and saturation in



President of Bay Area Rambler dealers group, John Harvey, is "grateful and extremely pleased" at immediate showroom response to their first use of syndicated film, Mackenzie's Raiders

many places that no single newspaper could seem to deliver.

So the dealers—located in varying northern California cities—volunteered to create a fund based on the number of cars they sold, and with equal money matched up by the factory co-op advertising fund, bought the show on a full sponsorship basis.

The ad strategy was an immediate success, according to association president Harvey: "We dealers were grateful and extremely pleased," he stated, "with the immediate response of traffic through our showrooms." The full sponsorship of a single show was producing solid identity for the Rambler line, and at the same time individual dealers were able to become known in their sales neighborhood.

To get the show off to a strong start, the Rambler men, KPIX and Ziv, the distributor of the series, pooled their resources with an event that was designed to work up dealer enthusiasm and at the same time be a press party for local tv editors and columnists.

Since Mackenzie's Raiders is a Cavalry show and northern California is rich in Cavalry history and folklore, a special event was run off at the nearby Presidio, site of historic Fort Point, which was built in 1853 and used as a Cavalry base for more than sixty years.

The deputy information officer of the Presidio, Col. James Chestnutt, put Army support behind the project and actors from the San Francisco State College's radio and television department staged an elaborate pageant in the dress and uniform of the period.

Harvey's dealers sent out a fleet of new Ramblers to chauffeur members of the press out to the Presidio and then back to their desk.

A motion picture writer and an authority on both Westerns and the West, James Warner Bellah, spoke on the history of the U. S. Cavalry and on Mackenzie, who was an actual Cavalry Colonel in Texas in the 1870's.

The day at the Presidio was topped off with lunch at the Officer's Club.

The immediate result of the events at the Presidio—which had been virtually ignored since the Cavalry abandoned it in 1914—was a rewarding sheaf of publicity clippings on the show in the San Francisco press and in papers in Oakland, San Mateo and other nearby cities.

(Please turn to page 72)

#### VIDEO VIEWING IS UP IN THE EVENING, DOWN IN THE AFTERNOON, SAYS ARB

Increases in evening viewing and declines in mid-afternoon watching were the key trends in ARB sets-in-use figures for October 1958 compared with the year before. Total U. S. data, of interest to network clients since it is based on New York time, showed more evening viewing up until 10 p.m. The midafternoon drop, which was considerable in some instances, was probably due to factors other than programing. Among these factors is the weather.

#### AVERAGE SETS-IN-USE BY TIME ZONES, OCTOBER, 1958 Monday thru Friday daytime

|           |       |      | .,    | ,    | au, mie |      |       |      |
|-----------|-------|------|-------|------|---------|------|-------|------|
| Hour      | Eas   | tern | Cen   | tral | Pac     | ific | Total | U.S. |
| eginning  | 1958  | 1957 | 1958  | 1957 | 1958    | 1957 | 1958  | 195  |
| 7:00 A.M. | + 6.9 | 4.5  | + 7.2 | 3.5  | + 6.5   | 0.5  | + 3.7 | 2    |
| 8:00      | -12.7 | 14.3 | -12.6 | 12.7 | + 9.9   | 3.7  | + 8.9 | 8    |
| 9:00      | -11.6 | 12.1 | -12.2 | 15.8 | - 9.6   | 12.8 | 10.3  | 10   |
| 10:00     | -11.5 | 12.9 | -13.1 | 17.3 | -13.8   | 19.4 | -10.9 | 12   |
| 11:00     | +16.1 | 13.8 | -14.2 | 16.4 | -16.0   | 22.0 | +14.0 | 13   |
| 12:00 N   | +18.1 | 17.3 | 15.5  | 23,6 | -13.1   | 19.0 | -15.4 | 10   |
| 1:00 P.M. | -13.3 | 21.0 | -12.3 | 26.4 | 13.5    | 16.9 | -14.1 | 2    |
| 2:00      | -11.0 | 21.1 | -11.6 | 22.4 | +13.7   | 9.6  | -12.1 | 2:   |
| 3:00      | -11.0 | 19.7 | -15.5 | 24.5 | -13.9   | 19.2 | -11.4 | 20   |
| 4:00      | +19.2 | 18.3 | +17.1 | 12.7 | -17.3   | 22.1 | -17.1 | 20   |
| 5:00      | +23.9 | 20.9 | -21.0 | 27.1 | -22.5   | 24.6 | +20.0 | 1    |

#### Sunday thru Saturday evening

| 6:00 P.M. | +31.7 | 28.8 | -45.5 | 30.4 | +47.5 | 27.3 | + <b>26.5</b> | 23.3 |
|-----------|-------|------|-------|------|-------|------|---------------|------|
| 7:00      | +50.0 | 45.0 | +62.5 | 51.7 | +61.1 | 46.6 | +43.9         | 35.7 |
| 8:00      | -64.1 | 63.2 | +64.9 | 61.4 | +68.2 | 58.2 | +58.0         | 52.7 |
| 9:00      | -64.4 | 65.6 | -56.8 | 60.2 | -64.4 | 66.7 | +62.5         | 59.0 |
| 10:00     | -50.7 | 55.5 | -31.6 | 47.2 | -40.8 | 60.5 | -54.8         | 56.1 |
| 11:00     | -23.0 | 27.4 | -14.2 | 23.9 | -17.6 | 34.5 | -32.6         | 39.0 |
| 12:00 M.  | -12.7 | 12.8 | _ 3.1 | 8.8  | - 4.9 | 12.5 | -20.2         | 24.5 |

\*Based on EST. (+) and (-) signs show how 1958 differs from 1957.

# Hollinger STATE that if you're in advertising HOO is here to STATE for a livelight of livelight will receive the stant will receive the s





#### 2nd Prize is a Trip To Hawaii FOR TWO!!!

This is for the winner whose spouse finds out!!! Seriously, we've a Trip For One, and a Trip For Two. The First Prize Winner can take his choice.

Contest is open to everyone in advertising, except employees of Founders Stations, the Hollingbery Co., and media families. Write in True Or State answers, the your KPOA Stogan. Mail certries, limited to one per person, the Hollinger of Honolule, KPOA, Mawaii, postmarked one later than Jan. 31, 1959. Wigners will be ordirectly by mail and her four months in which to take the trips. All centres become the property of KPOA for possible premoterial use, and decision of the KPOA lyginging staff is fixed.

So contact Arthur Godfrey, Elmer Leterman, the bartender at the Luzu, the Hula Maids at the Lex . . . or the Hollingbery boys who REALLY know the answers on Hawaii.

Every contestant will receive a Hawaiian gift of Aloha from KPOA.

## KPOA

MEALS, AND A LUXURY STATEROOM

TO ENJOY

THE BIG STATION

10,000 WATTS AT 650 KC

FIRST OF THE FOUNDERS FAMILY OF FINE STATIONS

HONOLULU, HAWAII

## 3 round-try vacations gift from KPOA



YOU'LL STAY A WEEK IN HONOLULU AT THE WAIKIKIAN, HAWAII'S MOST BEAUTIFUL HOTEL ... AND HAVE A SECOND WEEK, AMERICAN PLAN, AT KONA INN, KAUAI INN OR THE NANILOA ON HAWAII'S LUSH OUTER ISLAND PARADISE

#### ENTRY BLANK

Name is I handle the ad account Liver my complimentary Hawaiian gift to me at Here are my TRUE OR FALSE answers Fraii enlists the aid of all America in its drive for state-TRUE FALSE Greeting Hawaii's visitors with a lei was originated by TRUE FALSE Mamie Stover. TRUE FALSE

early conqueror of all the Islands was King Ka-TRUE FALSE TRUE FALSE

"aii's net effective buying power per family is \$6,513 TRUE FALSE wahines at luaus.

Alur Godfrey is actually the illuminated son of Queen TRUE FALSE

... RIDE AN OUTRIGGER CANOE AND

SAIL A CATAMARAN THRU THE FAMOUS WAIKIKI SURF ...

DRIVE A '59 PONTIAC

K A has more PULSE leadership periods than all other ations combined.

Hawaii's 617,700 population is more than Wyoming and Nevada combined.

KPOA's adult audience excels that of Hawaii's all-station average. You'll find broiled malahinis at the beach and fried

Here is my KPOA Slogan

KPOA stands for

(Examples: "Kovers Pacific Ocean Area" . . . "King Pin Of Airwaves")

TRUE FALSE

TRUE FALSE

#### Facts & figures about radio today

#### 1. CURRENT RADIO DIMENSIONS

Radio homes index



Radio station index

|          | Stations<br>on air |    | CPs not on air |    | New station<br>requests |   | ew station*<br>Is in hearing |
|----------|--------------------|----|----------------|----|-------------------------|---|------------------------------|
| Am<br>Fm | 3307<br>562        | 1  | 98<br>111      | 1  | 452<br>33               | Ī | 114<br>29                    |
|          | End                | of | Octobe         | 19 | 57                      |   |                              |
| Am<br>Fm | 3092<br>522        | 1  | 122<br>47      | 1  | 368<br>29               |   | 116<br>9                     |

Radio set index

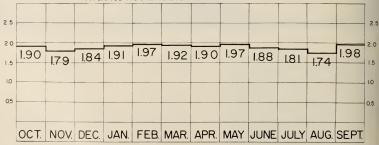
| 1958        | 1957                                    |
|-------------|---|
| 95,400,000  | 90,000,000                              |
| 37,200,000  | 35,000,000                              |
| 10,000,000* | 10,000,000                              |
| 142,600,000 | 135,000,000                             |
|             | 95,400,000<br>37,200,000<br>10,000,000* |

Radio set sales index

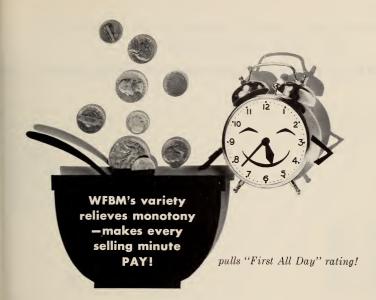
| ype  | Sept. 1958 | Sept. 1957 | 1958      | 1957      |
|------|------------|------------|-----------|-----------|
| ome  | 792,596    | 893,336    | 4,903,676 | 5,840,372 |
| uto  | 489,738    | 446,419    | 2,383,551 | 3,839,345 |
| otal | 1,282,334  | 1,339,755  | 7,287,227 | 9,679,71  |

#### 2. CURRENT LISTENING PATTERNS

AVERAGE HOURS RADIO USAGE PER HOME PER DAY



Source: A. C. Nielsen, 1957-58, in-home listening only.



**Why?** Because WFBM sounds *good* to Hoosiers . . . "most listened to" and hottest of any as indicated by recent audience studies!\*

Audiences for top personalities grow week after week . . . and remain attracted to WFBM's popular, more diversified program. The station's many different voices, plus a variety of music, give a daily lift to listeners.

City's biggest broadcast news staff of 12 men and

3 mobile units keep WFBM's audience best informed. Hot local news gets on-the-spot priority handling . . . fast-moving world-wide coverage by exclusive WFBM-TIME Washington News Bureau.

Your saturation spot campaigns belong right here . . . where you reach an even larger cumulative audience. Find out for yourself. (Check WFBM first)—where every minute is a selling minute!

\*C. E. Hooper, Inc. (7 a.m.-6 p.m.) June, 1958 Represented Nationally by the KATZ Agency



#### What did you get out of this year's BPA

With the Broadcast Promotion Association convention completed in St. Louis, station men and a rep tell SPONSOR what they learned.

Haywood Meeks, sales promotion director, WMAL-TV, Washington, D. C.

It has been my good fortune to attend each of the annual Broadcasters Promotion Association seminars, and I can honestly say the St. Louis conclave was one of the best yet. I cannot say it was the best of the three, because each seminar has had its own



A better relationship with station management, sales

purpose and was extremely well-programed to accomplish it.

About St. Louis . . . The sessions in which we listened to the competitive media (newspapers, magazines and out-door) give their sales spiel were indeed enlightening. One certainly came away knowing more of their weaknesses and better equipped to sell against them. Since newspapers are in more immediate competition with individual tv stations than magazines and outdoor advertising, I personally found Edward Falasca's speech meaty and extremely interesting.

The "brain-picking" sessions, such as the one held Wednesday morning, are always fertile in ideas; and for impressing upon a promotion man his responsibility to his company, the talks by Joe Baisch, John Stilli and Lon King were downright inspirational. I do not think any promotion manager could have left this session not determined to go home and really cement his working relationship with his own station management, sales department and national representative.

One of the more pleasing aspects of the St. Louis convention was seeing two national representatives call their

stations together for discussions and idea swapping. This I feel is a step in the right direction because only at the annual BPA convention can so many of us get together at the same time and bat around ideas. This is also an area worth exploring by the networks. It was not unusual at the convention to see a half-dozen guvs from the affiliates of a given network putting their heads together. Seldom did I meet someone from another ABC TV affiliate that our conversation did not eventually center on the network programing and promotion. Soon we would be down to specific programs, and promotions, and their successes or failures in our own markets.

Only upon leaving St. Louis after three days inside the Chase did I realize just how much ground had been covered at the convention, and I could not help wondering just what downtown St. Louis looks like.

Donald G. Softness, director of promotion, H-R Television, Inc., H-R Representatives, Inc., New York

A national representative's chief mission is to serve its represented stations. For this reason, the most important function of the BPA convention, so far as I am concerned, was to give me an opportunity to meet with my station promotion men. To this end I conducted an H-R promotion workshop—a give-and-take discussion of mutual and individual problems. But the workshop proved to be much more than the streamlining of communications between station and rep—it de-



The organization of a promotion technique exchange

veloped into an idea exchange forum. One of the concrete results of the discussions will be the organization of a promotion technique exchange, in which H-R stations will swap ideas and methods.

It was extremely difficult to shoehorn the workshop into the busy convention schedule. It is my sincere hope that the BPA leadership will set aside at least two hours for station-representative meetings at the 1959 convention,

Mike Schaffer, promotion & publicity director, WAVY, WAVY-TV, Norfolk, Va.

Ideas are a promotion director's business. When you get 300 promotion directors together there is bound to be



Know-how from wide range of speakers

an exchange of ideas, a refilling of the vault, so to speak . . . a development of new and fresh slants by association with the other creative minds of our industry. This one thing itself made the BPA seminar profitable to me.

Couple this rapport with knowledge gleaned from the wide and varied range of speakers that were presented and you have achieved the fruits of experience that could never have been paid for in cash.

The standards and plans for the future that were set at this convention make me feel proud to be part of the Broadcasters Promotion Association an organization that is striving for even greater quality in broadcast promotion.

Wilson Schroeder, prom. mgr., WKJG, WKJG-TV, Fort Wayne, Indiana

The reasons for attending a conference of professional people are many and vary with the individual involved. Conferences are important to each of us and station management has every right to expect that some of the ideas gleaned will find their way back to the local situation.

My personal belief continues to be

#### convention?

that the side ingredients of conferences are as important as the meetings themselves. The convention afforded an opportunity to rub elbows with men and



What fails as well as succeeds

women doing the same basic job as the one in which I earn my living. To hear their ideas and problems, successes and failures gives an emotional lift. This comes from knowing that the job is being done by more people than just one fellow sitting in an office in Fort Wayne, Indiana.

Certainly the matter of professional growth is important. This was gained at this year's BPA seminar through the speeches and discussions of leaders in our own field and in fields foreign to our normal acquaintance.

All in all—a very good meeting. I look forward to the next one in Philadelphia.

Leonard G. Anderson, prom.-mdsg. manager, WKBH, WKBT, La Crosse, Wisc.

The BPA convention in St. Louis gave the ego a nice lift, sold the importance of my job as a promotion manager, and confirmed my belief in the need for promotional activities which are aggressive and creative! How to channel those imaginative efforts for greatest impact in the fields



Notes of smaller-city station promotions

of newspaper, magazine, outdoor display as well as in our own broadcasting (Please turn to page 73)

### WCSH-TV 6

NBC Affiliate

Portland, Maine



(WITH PD-6)\*

\*Our special ingredient is not a secret. It's the "Program Dominance" of 6 . . . a marked viewer preference for the programs of Northern New England's service-minded NBC outlet.

This viewer preference has been established by five straight years of surveys and was most recently confirmed by NCS #3.

Your Weed TV man can tell you more about the station that

squeezes more out of TV dollars.

A matching schedule on ch. 2 in Bangor saves an extra 5%.

The Rines Radio - TV Stations of Maine
WCSH-TV, Portland — WLBZ-TV, Bangor
WCSH-Radio, Portland — WLBZ-Radio, Bangor — WRDO-Radio, Augusta

#### **TELEPULSE**



#### **RATINGS: TOP SPO**

| -    |               |   |          |                            |                            |                           |                            |                           |                            |                           |                            |                            |                            |                           | and the same               |            |
|------|---------------|---|----------|----------------------------|----------------------------|---------------------------|----------------------------|---------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|---------------------------|----------------------------|------------|
| Rank | Past*         | Top 10 shows in 10 or more markets<br>Period: 10-17 October, 1958 | National | 7-STA<br>MAR               | TION                       | 6-STA.<br>MARKET          | 5-STA.<br>MARKET           |                           | 4-1                        | STATION                   | MARKE                      | TS                         |                            | 3-8                       | TATION                     | RE         |
| new. | rank          | TITLE, SYNDICATOR, SHOW TYPE                                      | average  | N.Y.                       | L.A.                       | S. Fram.                  | Seattle                    | Chicago                   | Detroit                    | MIIw.                     | Mapis.                     | Phila.                     | Wash.                      | Atlanta                   | Balt.                      | Short.     |
| 1    | 1             | Highway Patrol (A)  | 20.2     | 15.6<br>wrea-tv<br>7:00pm  | 12.4<br>kttv<br>7:30pm     | 18.9<br>kron-tv<br>6:30pm | 24.9<br>komo-tv<br>7:00pm  | 10.5<br>wgn-tv<br>9:30pm  |                            | 20.9<br>wtmj-tv<br>9:30pm | 12.7<br>kstp-tv<br>10:30pm | 14.5<br>wrev-tv<br>10:30pm | 16.5<br>wtop-tv<br>7:00pm  | 23.5<br>waga-tv<br>9:00pm | 15.8<br>wmar-ti<br>7:00pm  |            |
| 2    | 6             | Sea Hunt (A)  | 17.6     | 32.4<br>webs-tv<br>10:30pm |                            | 18.5<br>kron-tv<br>7:00pm | 9.2<br>king-tv<br>10:00pm  | 21.2<br>wgn-tv<br>8:30pm  | 22.9<br>wjbk-tv<br>7:00pm  |                           | 10.2<br>wten-tv<br>9:00pm  | 10.2<br>weau-tv<br>7:30pm  | 9.2<br>wmai-tv<br>10:00pm  | 11.7<br>wsb-tv<br>10:30pm | 17.0<br>wbal-tv<br>10:30pm | 9          |
| 3    | 8             | Sheriff of Cochise (M)  | 16.7     | 4.7<br>wnew-tv<br>7:00pm   | 10.7<br>kttv<br>8:30pm     | 24.5<br>kron-tv<br>7:00pm | 22.5<br>king-tv<br>7:00pm  |                           |                            |                           | 20.5<br>kstp-tv<br>9:30pm  | 12.5<br>weau-tv<br>6:30pm  | 15.4<br>wre-tv<br>7:00pm   | 20.9<br>wsb-tv<br>7:00pm  | 9.3<br>wlz-tv<br>9:00pm    | 15         |
| 4    | 3             | Whirlybirds (A)   | 16.6     | 1.7<br>wpix-tv<br>8:00pm   | 10.2<br>khj-tv<br>7:30pm   |                           | 4.5<br>ktnt-tv<br>7:30pm   | 9.5<br>wgn-tv<br>9:00pm   |                            | 25.9<br>wtmj-tv<br>9:30pm |                            |                            | 9.9<br>wttg-tv<br>7:00pm   | 25.5<br>wsb-tv<br>7:00pm  |                            | 2          |
| 5    | 5             | Mike Hammer (M)   | 16.1     | 20.3<br>wrea-tv<br>10:30pm | 14.1<br>krea-tv<br>10:30pm |                           | 18.9<br>king-tv<br>9:00pm  | 13.0<br>wgn-tv<br>9:30pm  |                            |                           |                            | 16.5<br>weau-tv<br>8:00pm  | 13.7<br>wre-tv<br>10:30pm  | 5.9<br>wiw-a<br>11:00pm   |                            |            |
| 6    | 7             | Death Valley Days (W)   | 16.0     | 7.9<br>wrea-tv<br>7:00pm   |                            | 9.2<br>ktvu-tv<br>7:30pm  | 25.5<br>king-tv<br>7:00pm  | 6.4<br>wgn-tv<br>9:30pm   | 19.2<br>wwj-tv<br>7:00pm   |                           | 22.5<br>weeo-tv<br>9:30pm  | 12.5<br>wrev-tv<br>7:00pm  | 18.7<br>wre-tv<br>7:00pm   | 7.5<br>wlw-n<br>6:30pm    | 10.8<br>wbal-tr<br>7:00pm  |            |
| 7    | 9             | State Trooper (A)   | 15.9     | 11.8<br>wrea-tv<br>10:30pm | 3.7<br>khj-tv<br>8:00pm    | 12.5<br>kgo-tv<br>9:00pm  | 5.4<br>ktnt-tv<br>8:30pm   |                           | 12.0<br>eklw-tv<br>7:00pm  | 24.2<br>wtmj-tv<br>9:30pm | 19.2<br>kstp-tv<br>9:30pm  | 12.2<br>wrev-tv<br>7:00pm  | 4.9<br>wmai-tv<br>11:15pm  |                           | 13.3<br>wbai-tr<br>10:30pm | 13         |
| 8    | 2             | Silent Service (A)  | 15.7     | 3.7<br>wpix-tv<br>9:30pm   | 6.2<br>krca-tv<br>7:00pm   | 13.9<br>kron-tv<br>7:00pm |                            | 15.0<br>wnbq-tv<br>9:30pm | 13.9<br>wjbk-tv<br>7:00pm  |                           |                            | 10.5<br>wfil-tv<br>6:30pm  | 9.5<br>wmai-tv<br>7:00pm   |                           | 9.3<br>wbal-tv<br>10:30pm  | 100        |
| 9    | 10            | Twenty-Six Men (W)  | 15.4     |                            | 8.3<br>krea-tv<br>7:00pm   | 14.5<br>ktvu-tv<br>7:00pm | 10.9<br>komo-tv<br>7:00pm  | 13.5<br>wgn-tv<br>8:00pm  | 14.9<br>wxyz-tv<br>7:00pm  |                           |                            | 12.2<br>wrev-tv<br>7:00pm  | 6.9<br>wmal-tv<br>6:30pm   | 11.2<br>wlw-a<br>7:00pm   |                            | 1.5<br>(b) |
| 10   | 10            | Gray Ghost (A)  | 14.3     | 2.7<br>wpix-tv<br>6:30pm   | 8.4<br>kttv<br>9:00pm      | 14.3<br>kron-tv<br>7:30pm | 17.5<br>king-tv<br>7:00pm  | 7.2<br>wgn-tv<br>9:00pm   |                            |                           |                            |                            | 15.9<br>wtop-tv<br>10:00pm | 8.2<br>waga-tv<br>7:30pm  |                            |            |
| Rank | Past*<br>rank | Top 10 shows in 4 to 9 markets                                    |          |                            |                            |                           |                            |                           |                            |                           |                            |                            |                            |                           |                            |            |
| 1    |               | U. S. Marshall (M)  | 15.9     |                            | 13.4<br>kttv<br>7:00pm     | 15.9<br>kron-tv<br>7:00pm |                            | 7.5<br>wbkb-tv<br>9:00pm  |                            |                           |                            |                            |                            |                           |                            |            |
| 2    |               | Honeymooners (C)  | 13.8     | 3.8<br>wpix-tv<br>8:30pm   | 9.4<br>knxt-tv<br>6:00pm   |                           |                            | 7.7<br>wgn-tv<br>9:00pm   | 26.5<br>wjbk-tv<br>10:30pm |                           | 7.5<br>weco-tv<br>10:00am  | 6.2<br>wrev-tv<br>6:00pm   |                            | 22.9<br>wsb-tv<br>7:00pm  |                            |            |
| 3    |               | Frontier (W)  | 13.4     |                            |                            | 9.9<br>kgo-tv<br>6:30pm   |                            |                           | 6.2<br>wwj-tv<br>6:00pm    | 7.5<br>witi-tv<br>8:00pm  |                            |                            |                            |                           |                            | 0.9        |
| 4    |               | Rescue 8 (A)  | 13.2     |                            | 7.9<br>krea-tv<br>7:00pm   | 11.9<br>kron-tv<br>6:30pm | 21.5<br>king-tv<br>7:30pm  |                           |                            |                           |                            |                            |                            |                           |                            |            |
| 5    |               | Flight (A)  | 12.9     | 1.3<br>wpix-tv<br>8:30pm   |                            |                           |                            |                           |                            | 19.5<br>wtmj-tv<br>9:30pm | 16.5<br>kstp-tv<br>9:30pm  | wfil-tv                    |                            | 15.9<br>waga-tv<br>8:00pm |                            |            |
| 6    |               | Patti Page (Mu)   | 12.8     |                            |                            |                           |                            |                           | 2.7<br>wwj-tr<br>12:30pm   | 17.7<br>wtmj-tv<br>8:45pm |                            |                            |                            |                           |                            | 7 7        |
| 7    |               | N. Y. Confidential (M)  | 12.1     |                            | 4.2<br>kttv<br>9:00pm      |                           | 13.2<br>komo-tv<br>10:00pm |                           |                            | 13.9<br>wtmj-tv<br>7:30pm | 8.9<br>weco-tv<br>7:00pm   |                            |                            |                           |                            |            |
| 8    | 2             | Dial 999 (M)  | 12.0     |                            | 5.9<br>kttv<br>9:30pm      |                           | 18.5<br>klro-tv<br>9:30pm  | 5.3<br>wgn-tv<br>9:00pm   |                            |                           |                            |                            | 7.4<br>wtop-tv<br>7:00pm   | 11.5<br>wsb-tv<br>7:00pm  |                            |            |
| 9    |               | Divorce Court (D)   | 11.9     | 3.0<br>wplx-tv<br>10:00pm  | 16.7<br>kttv<br>9:00pm     | 10.6<br>kron-tv<br>6:00pm | 17.2<br>king-tv<br>8:00pm  |                           |                            |                           |                            |                            |                            |                           |                            |            |
| 10   | 9             | Union Pacific (W)   | 11.3     | 4.7<br>wabe-tv<br>7:00pm   | 10.9<br>krea-tv<br>7:00pm  |                           |                            |                           |                            |                           |                            | 5.9<br>wrev-tv<br>6:00pm   |                            |                           | 7.3<br>wmsr-t<br>6:00pm    |            |

tery; (Mu) musical; (S) sport; (SF) Science Fletion; (W) Western, Films listed are syndicated, & hr., & hr. & hr. length, telegrant in four or more markets. The average rating is an unweighted average of individual market ratings listed above. Blank care laddenter, film on breakfast in this

in which they are shown, this is true to much lesser extent with syndicated shows. be borne in mind when analyzing rating trends from one month to another in this chart to last month's chart. If blank, show was not rated at all in last chart or was in oth

#### LM SHOWS

| 2 | ATION          | MARK               | ETS               | 2-8                | TATION             | MARK               | ETS              |
|---|----------------|--------------------|-------------------|--------------------|--------------------|--------------------|------------------|
|   | fumbus         | New Or.            | St. Louis         | Buffalo            | Birm.              | Dayton             | Prov             |
| 9 | 18.9           | 27.2               | 21.2              | 23.9               | 36.0               | 33.3               | 15.8             |
|   |                | wdsu-tv<br>10:00pm | ksd-tv<br>9:30pm  | wgr-tv<br>10:30pm  | wbre-tv<br>9:30pm  | whio-tv<br>8:30pm  | wjar-t<br>10:30p |
|   | 22.5           | 27.9               |                   | 8.2                | 24.3               | 19.5               | 23.3             |
|   | bns-tv<br>30pm | wdsu-tv<br>9:30pm  |                   | wgr-tv<br>3:00pm   | wbre-tv<br>9:30pm  | wlw-d<br>10:30pm   | wpro-t<br>10:3θp |
|   | 11.5           | 25.2               | 12.9              | 27.5               |                    |                    |                  |
|   | 1:30pm         | uw1-tv<br>9:30pm   | ktvl-tv<br>9:30pm | wgr-tv<br>7:00pm   |                    |                    |                  |
|   | 13.9           | 24.5               | 21.5              | 22.5               | 19.3               |                    | 17.3             |
|   |                | wdsu-tv<br>10:00pm | ksd-tv<br>10:00pm | wben-tv<br>7:30pm  | wbre-tv<br>10:00pm |                    | wpro-t<br>7:00pr |
|   | 9.5            | 15.2               | 17.5              |                    | 19.3               | 25.3               |                  |
|   | 77-fr          | wlw-tv<br>9:30pm   | ksd-tv<br>10:00pm |                    | wapi-tv<br>9:30pm  | whio-tv<br>10:30pm |                  |
| 3 | 13.5           |                    |                   | 18.9               | 20.8               | 17.3               | 27.8             |
|   | 30pm           |                    |                   | wben-tv<br>7:00pm  | wbre-tv<br>6:00pm  | wiw-d<br>7:00pm    | wjar-t<br>7:00pr |
|   |                | 19.5               | 20.5              | 23.5               | 25.5               | 23.3               |                  |
|   |                | wdsu-tv<br>10:00pm | ksd-tv<br>9:30pm  | wben-tv<br>7:00pm  | wapi-tv<br>7:30pm  | whio-tv<br>7:00pm  |                  |
| 5 | 3.5            | 19.7               |                   | 35.5               |                    | 21.0               | 20.3             |
|   |                | udsu-tv<br>10:30pm |                   | wben-tv<br>10:30pm |                    | whio-tv<br>8:00pm  | wjar-t<br>7:00pm |
|   | 1.9            | 21.2               |                   | 21.7               | 30.3               | 22.3               | 20.8             |
|   | :30pm          | wdsu-tv<br>10:30pm |                   | wgr-tv<br>10:30pm  | wbre-tv<br>9:30pm  | wlw-d<br>7:00pm    | wjar-t<br>7:30pn |
|   | 9.9            |                    | 15.9              | 18.7               | 25.8               | 22.3               |                  |
|   |                |                    |                   |                    |                    |                    |                  |

|                  |                            | ksd-tv<br>10:00pm        | wbre-tv<br>10:00pm         |                           |
|------------------|----------------------------|--------------------------|----------------------------|---------------------------|
| 2.<br>ns-<br>10; | tr                         |                          |                            | 17.3<br>wpro-tv<br>7:00pm |
|                  | 21.5<br>wdsu-tv<br>0:30pm  |                          | 14.3<br>wbrc-tv<br>10:30pm |                           |
|                  |                            |                          | 11.3<br>whv-d<br>6:00pm    |                           |
|                  | -                          | 9.3<br>ksd-tv<br>10:45pm |                            | 16.5<br>wpro-tv<br>7:15pm |
|                  |                            |                          | 20.3<br>wgr-tv<br>10:30pm  |                           |
|                  | 12.9<br>ndsu-tv<br>10:30pm |                          | 21.8<br>wbre-tv<br>10:00pm |                           |
|                  | 19.9<br>tv wdsu-tv         | 18                       |                            | 18.8<br>wjar-tv           |

18.5

24.0

ation as to number of stations in market is Pulse's own
saless number by measuring which stations are actuall
bones in the metropolitan area of a given market eve
so listel may be outside metropolitan area of the market

#### Nielsen Shows ....

#### WSYR-TV Weekly Circulation Tops Competition by 39,170 Homes

The 1958 Nielsen study shows WSYR-TV delivering a vastly greater coverage area . . . more counties where circulation exceeds 50% . . . more circulation nighttime and daytime.

## ...67,350 More Homes When You Add the Bonus Circulation (28,180 Homes) of WSYE-TV

When you buy WSYR-TV, you also get the audience of its satellite station, WSYE-TV, Elmira.

And finally, if ratings fascinate you: the June ARB report for Syracuse gives WSYR-TV 529% of total weekly audience; 030% from noon to 0 P.M. Mon.-Fri.; 51.6% from 6 P.M. to 10 P.M. Mon.-Fri.; 71.8% from sign-on to 0 P.M. Sandays.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

## WSYR • TV

Channel 3 · SYRACUSE, N. Y. · 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.





Advertisers on KTBS, Shreveport, have dominant audience, as shown by both Nielsen and ARB\* ratings, plus award winning promotion.

#### Naturally, they get more for their advertising dollar

Ask the PETRY man for details on this dominant station in the billion dollar three-state market where your advertising dollar goes further.



NBC

SHREVEPORT,

E. Newton Wray Pres. & Gen. Mgr.
\*May 1958 ARB Metro. Shreveport Survey



#### SPOT BUYS

#### TV BUYS

Wildroot Co., Inc., Buffalo, is lining up schedules in scattered markets for its Wildroot Cream Oil. The 13-week campaign starts in January. Minutes, chainbreaks and LD's during nighttime slots are heing purchased. Frequencies vary from market to market. The buyer is Gertrude Scanlan; the agency is Batten, Barton, Durstine & Osborn, Inc., New York.

Beech-Nut Life Savers, Inc., Canajoharie, is entering various markets throughout the country testing its new Beech-Nut Cough Drops. Schedules run for 13 weeks; LD.'s during nighttime segments are being used. The buyer is Vance Hicks; the agency is Young & Rubicam, Inc. New York.

General Mills, Inc., New York, is initiating schedules in top markets throughout the country for its Cocoa Puffs. The schedules are set for five weeks; minutes in children's programs are being slotted. The buyer is Dick Boege; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

The Nestle Co., Inc., White Plains, N. Y., is planning a campaign in major markets to promote its Ever-Ready Cocoa. The campaign starts this month; minutes in children's and women's shows are being placed. The buyer is Virginia Conway; the agency is McCann-Erickson, Inc., New York.

#### RADIO BUYS

Esso Standard Oil Co., New York, is preparing a campaign in top markets for its Esso gasolines and oils. Areas of distribution: N. J. Del., Md., Pa., D.C., Va., W. Va., N. C. & S. C., Ark., La., N. Y. Conn., Me., Mass., N. H., R.I., Vt. and Tenn. The kick-off will be early January for 52 weeks. The advertiser is concentrating on five-minute newscasts during early evening segments. The buyer is Dick Branigan; the agency is McCann-Erickson, Inc., New York.

Cities Service Co., New York, is planning a campaign in various markets for its gasolines and oils. The 26-week schedules start in late January. Minutes and I.D.'s during daytime slots are being lined up. Frequency varies from market to market. The buyer is Mary Dowling; the agency is Ellington & Co., New York.

The d-Con Co., Inc., sub. of Sterling Drug Co., New York, is renewing schedules throughout the country for the new year for its d-Con product. The 1959 schedules start 5 January and run through 30 May; pick up again in September for the rest of the year. For the most part, minute e.t.'s are being used. Frequency depends upon the market. The buyer is Robert Hall; the agency is Thompson-Koch Co., New York.

# CBS-TV ALTERNATE WEDNESDAYS Produced "LIVE" FROM NEW YORK BY THE THEATRE GUILD





## Meet the hare-apparent

The drumbeats roll. The clarions sound. And the prophetic notes of the November Nielsen echo across the land.

Harken now to the people's will — and herald the people's champion! For the Nielsen returns make the portent clear: the television network most likely to succeed to the Number One position is youthful, winsome ABC. Its future looms regal. Its present is itself little short of majestic.

Witness: ABC is already the No. 1 network on three nights of the week — Sunday, Tuesday and Thursday!\*

Witness: For nighttime programming, ABC is the only network whose ratings are up over last year... the only network whose share of audience is up over last year... the only network whose number of homes is up over last year.\*

Witness: Of the 33 commonly competitive evening half hours, 76% of ABC's time periods are enjoying larger shares of audience. Corresponding figures for the other two networks, 42% and 45%.

Witness: Of the 33 commonly competitive evening half hours, ABC is now No. 1 in twelve. Another network also leads in twelve — while the third network is first in only nine †

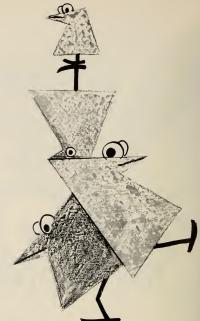
Our competitors, we'll wager, are ready to crown us.

Source: Nielsen's 1st November Reports 1958 vs. 1957, Sunday through Saturday, 7:30 - 10:30 P.M., NYT.

\*National Report, Average Audience per minute for all sponsored evening programs.
†Nielsen Multi-Network Area (24 competitive markets), Share of Audience.

## **ABC TELEVISION**

# Give him POWER for Christmas



## Give him SPONSOR

Knowledge is power. And the more weight you can carry, the closer you'll get to the money word.

SPONSOR will give anyone a better knowledge of the vital broadcast industry as it operates today.

Just \$3.00 a year will bring 52 power packed issues to agency or advertiser clients and prospects you like. So put SPONSOR on your Christmas list because it's the best possible kind of a gift you can send.

Only gift subscriptions for advertisers or agencies are eligible.

Just fill out the enclosed coupon or give us the names and addresses of those to whom you'd like SPONSOR delivered. We'll do the rest and bill you later.

| SPONSOR  40 East 49th Street New York 17, N.Y. Please send a year's subscription of SPONSOR in my name to the following: |                           |
|--|---------------------------|
| Name Title   | Name Title                |
| Company  | Company                   |
| Address  | Address                   |
| City State   | Clty State                |
| Name Title   | Bill me  Payment enclosed |
| Company  | Name                      |
| Address  | Address                   |
| City State   | City State                |



## FILM-SCOPE

6 DECEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Two of the reasons that ITC is being watched with such interest are that the newly formed company represents the first tv film house with investment backing plus guaranteed sales.

Most film companies grew out of either the network, radio or the motion picture industry, but ITC is the first to combine business with showbusiness on the ground floor.

In theory, ITC has what amounts to a dream springboard. These are such internal elements as:

- · The Jack Wrather organization to draw on for production.
- ATV of England with guaranteed foreign sales.
- · Carl M. Loeb, Rhoades and Co. to draw on for investments.

Already one of the "big four" of the film business, ITC has to date spent a good part of its efforts corraling shows with proven network records.

Unlike some film companies which are tied to their production facilities, ITC will have this advantage of flexibility: it doesn't intend to own a single camera.



If tape equipment ever becomes standard equipment for all tv stations, there might be a return to the informal program swapping of the early days of kinescope—although with the big difference in broadcast quality.

But with only a few dozen tape-equipped stations in operation and only a handful of them trying to push locally-originated shows, Guild Films is stepping in and trying to capture the tape distribution market.

While most companies are still in the talking stage on tape, Guild has jumped off to a head start and now has a second series on sale, Big Time Wrestling, which is off WBZ-TV, Boston.

Some film veterans say there's a jinx on syndication sale of European production, but it hardly seems to bother the flock of companies who are going to produce overseas this season.

The theory on European shows is that while many return their investment, very few have been big moneymakers.

But note these film houses that have one or more shows to be lensed abroad in coming weeks: CBS, GKS, ITC, NTA—plus several of the smaller companies.



The debut of United Artists into television as a distributor with investment interes in independent production foreshadows an entirely new role for a motion picture company in television.

Up to now, some movie companies have had fixed affiliations; for example, Warner Brothers and Disney with ABC TV.

Other Hollywood majors like 20th Century-Fox and MGM have tried a variety of approaches to production, but have not gotten a big foothold in tv.

The only movie outfit to foresee the importance of film and tv to each other was Columbia's Screen Gems, which so far this season has been involved in investment, production and sale of 13 shows. These shows by network are:

ABC TV: Naked City, Donna Reed, Rin Tin Tin, Texas Rangers.

NBC TV: Behind Closed Doors, Jefferson Drum, Alcoa Goodyear, Ed Wynn, Ruff and Ready, and Shirley Temple (which moves to ABC next year).

CBS TV: Father Knows Best.

National spot: Huckleberry Hound (Kellogg), and Rescue 8 (Syndication).



The recurrent question of whether a licensing unit can pay for itself popped up again at CBS last week, with Merle Jones mulling the possibility of merging CBS Television Enterprises into CBS Films.

One of the problems appears to be that family items can't get the volume kid merchandise attracts.

This is serious because of the low profit margin of licensors—generally 5% of the wholesale price, which becomes only three cents out of the retail dollar.

In other words, the \$1-million grosser—and even that's a rarity today, except for Disney—brings in an income of only \$30,000.

Diversification has its headaches as well as its rewards, as was revealed for example by NTA in its annual financial report.

Although in fiscal year 1957-58 business soared 41.2% over 1956-57 and passed the \$15 million mark in gross volume, net profits fell some \$400 thousand—which corresponded very closely to the loss of getting the owned stations KMSP-TV, Minneapolis, and WNTA-TV, New York, operating on a competitive basis.

-

The sheer size of a station's investment in feature films forces it in many cases to curtail half hour film programing in order to get the maximum use out of the money tied up in a movie package.

A major Ohio station had to drop its early evening syndication strip and put in features when it found features weren't paying off well enough with late evening exposure alone.

COMMERCIALS: With Schwerin tests showing that 25 to 35% of all commercials are either ineffective or wrong in terms of the audience they are trying to reach, the new technique—slide motion—is being welcomed as a likely adequate and economical device for commercial pre-testing.

This slide motion device as proposed by M. Nicholas Gilroy, who has just left Schwerin to join Film Production Supervisors, can do these things:

- · Shoot from finished art work or good photographs.
- Accomplish directorial techniques such as the dolly and pan, plus opticals like dissolves and pop-ins.
- Deliver a finished one-minute commercial for between \$150 and \$700, depending on preparation of art or photos.
  - Test copy and visual style approaches. (Obviously, live personalities can't be tested.)

The cost of testing via the Schwerin method of standardizing all the elements but the one being examined runs to around \$1100 for a one-minute commercial.

.

Film people on the move: Joining Sturm Studios are C. D. "Don" McCormick as director of studio operations with dual functions in creativity plus client service, and Nicholas Newton as two commercials account executive. . . Lee J. Heagerty, former vice president of merchandising of Grant Advertising, becomes president of Hudson Productions of Montreal, an international lip-synchronization service . . . Ralph C. Ellis elected president and Paul Talbot becomes chairman of the board of Fremantle of Canada . . . Joe Joel named general manager of Screen Gems Pty. Ltd. of Australia . . . Dan Hunn, Ron Fritz and Howard Henkin, namesakes of commercials producer HFH, initiated a trade newsletter called "Between Takes" . . . Klaeger has produced a Pontiac commercial through McManus, John and Adams and starring Bob and Ray.



6 DECEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### **WASHINGTON WEEK**

The fat is in the fire: Judge Horace Stern has come up with an initial decision looking toward cancellation of the National Airlines Miami channel 10 license.

The FCC took great pains to secure the services of an outstanding jurist to rehear the Miami mess. They came up with Stern, retired Pennsylvania Supreme Court chief justice, to act as a special hearing examiner. The FCC drum-beating was loud about this accomplishment.

Although the next step is an appeal to the full Commission, it seems hardly likely that with all the fanfare about the hiring of Stern the FCC would overrule him.

The next step is less clear, after the FCC concludes. The hearing was on remand from the Appeals Court to find out in the wake of the sensational Harris House Commerce Legislative Oversight subcommittee hearings, what should be done about the license.

The Court wanted to be advised whether the license should be cancelled. It also wanted to know whether any of the original four applicants should be disqualified outright or, in the alternative, whether there should be black marks against them in a future replay of the contest for the channel.

The Commission will report its final conclusions. But it can also act on the Stern recommendations on its own motion, and is likely to do so.

Either way, if the license is cancelled, there are certain to be appeals as high as the Supreme Court.

Much of the significance of the Stern decision lies in the fact that the Appeals Court has already directed the FCC to rehear the Boston channel 5 allegations in the same manner. Stern is likely to be the hearing examiner on this one, too. The FCC has decided on its own hook to reconsider Orlando, Fla., channel 9. It is considering another look at Pittsburgh channel 4.

Two cases of removal of vhf channels for deintermixture purposes have been tossed back at the FCC by the Supreme Court. The Commission seems set to review all cases in which scandal has been hinted by the Harris subcommittee.

The Stern decision sets a precedent which therefore may have wide repercussions; that is, if the FCC upholds and if subsequent court actions do not upset it.



Stern stopped short of setting an even farther-reaching precedent.

He found that National Airlines and CoL Frank Katzentine, had both acted with great impropriety and unethically. He found that North Dade Video had intended harm but hadn't actually done any. He had no word of doubt about the fourth applicant, L. B. Wilson, Inc.

But the decision found that the license should be cancelled solely because then-FCC commissioner Richard Mack had no business participating. He said National and Katzentine should not be "absolutely" disqualified from operating the station.

They would be so disqualified if this were private matter between private litigants, he explained. But it is actually a question of operation in the public interest, and the channel should go to the applicant best qualified to so operate, he held.

He asked the FCC to put big black marks against the two, and a small black mark against North Dade, but to permit all to vie again for the channel in a new contest.



6 DECEMBER 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

#### **SPONSOR HEARS**

Ogilvy, Benson & Mather isn't the only agency with former Benton & Bowles executives who longingly remember B&B accounts.

There's also SSC&B where B&B alumnus Brown Bolte presides as president.

Want to know how many newspaper tv editors and columnists make a real specialty of commenting on the medium's programing? Slightly under 100, according to estimates of a cross-section of agency and other publicists.

That's about what Hollywood could boast in its heyday.

Sellers of radio might take this tip from admen who have to "sell" the medium to their clients: All references to "casual listening" should be soft-pedaled.

Apparently the word "casual" conjures up the image of people who listen to commercials only lackadaisically.

A rarity in radio nowadays is a sponsor (like Staley Manufacturing) who controls his own network talent.

That's how it happened that Staley was able to switch Peter Lind Hayes and Mary Healy from CBS to ABC.

One sure way to become a legend on Madison Avenue is to screw up your courage and tell off a multi-million-dollar account.

Among the notable teller-offers and the accounts involved: Emerson Foote and Lucky Strike; James J. Houlahan (Esty) and Colgate; Ray Rubicam and Pall Mall; and the late Albert Lasker and Colgate.

Members of the older generation of timebuyers are beginning to look askance at the luncheon capacity of some of the younger rep salesmen.

Observe these timebuyers: The youngsters should quit imitating those Madison Avenue novels in which the gray flaunel tribe habitually stows away three martinis with lunch.

From evidences here and there, Lever Bros. must be planning to do some reshuffling of brands among its agencies.

Guesses are that it will happen within the coming month.

P.S.: It's also rumored that two Lever agencies—one in the Midwest—will merge if they're ever able to get together on the relative value of their stock.

The FTC has put its oar into the complicated business of bartering tv and radio spots for service.

It charged Arthur Hammell and four N.Y. firms with misrepresentations in selling promotional plans to local merchants.

Among the allegations: That Hammell's salesmen claimed they were actually working for the station that furnished the spots.



#### **ADVERTISERS**

The replacement of new nighttime shows that have failed to come up to advertiser expectations has begun on the ty network,

Liggett & Myers has bought a western, tentatively titled Black Saddle, and a sleuth series. The D.A.'s Man, and substitutes for Brain and Brawn and the Ed Wynn Show.

Green Peacock has been mentioned as a replacement for Behind Closed Doors (co-sponsored by L&M and Whitehall).

Bristol Myers was on the verge this week of buying the open alternate half of Wanted—Dead or Alive.

Campaigns:

 Édsel is back in network tv. It joined Mercury on the Ed Sullivan Show (GBS TV) last week. Eastman Kodak, Mercury's alternate sponsor, will not be affected by this. Commercial time has been divided between Mercury and Edsel on alternate weeks. Agency: Foote, Cone & Belding.

• Continental Wax Corp., for its Six Month Floor Wax begins a 21-day pre-holiday promotion this week. Theme: "Wax Now for the Holidays." Plans call for radio, tv and print. Agency: Product Services, Inc.

Strictly personnel: Robert A. Wright, appointed product manager Lever's Wisk liquid detergent . . . George D. Crittenton, named v.p. in

charge of sales for the grocery division of Lanolin Plus, Inc. . . . John de Coux, named advertising manager of Pittsburgh Brewing Co.

#### AGENCIES

Robert S. Davis, research director for GBS TV Spot Sales proposed to an RTES Seminar luncheon this week that the industry get together and climinate the decimal points from rating data.

His argument: the buyer and seller kids himself by being too literal in the interpretation of NCS #3 and other data.

(See details of Davis' suggestions on how to sell NCS #3 in next week's SPONSOR under SPONSOR ASKS.)

The Seminar grew heated when Hal Miller, B&B associate media director, scored the practice of timesellers tailoring the use of coverage data to specific accounts and agencies. What he favors is one estimate of coverage



## WRAP-UP NEWS & IDEAS PICTURES

For out-tandling merchandising, Tracy Balcom (r), president of the George Wiedemann Brewing Co., Newport, Ky., presents award plaque to Hulbert Taft, Jr., president of Radio Cincinnati (WRRCTV). Station did best promotion job for theme: "Wiedemann-Land"







A doll house for effort: Edwin W. Craig, board chairman, National Life & Accident Insurance Co., Nashville, gives structure to Mrs. William Briggs of WSM for station's efforts during United Givers Fund drive

that goes for everybody and that the seller himself can understand and explain.

Media buyers in agencies around the Chicago area have formed a new organization: Chicago Media Buyers Group.

Purpose: to raise media buying standards via an interchange of media ideas and techniques, and discussion of specific media problems.

Membership: open to all agency media buyers in the area.

Officers: Harry C. Pick, media director, Reach McClinton & Pershall, chairman; Harry Sager, K&E, v.p.; Dave Williams, G. Wade, v.p.; Elaine Kortas, Marsteller-Rickard, secretary; and Dick Rogers, John W. Shaw, treasurer.

#### Anderson & Cairns, Inc. has set up a new subsidiary.

Creative PR, Inc., will be an independent public relations firm handling publicity for A&C's clients, in addition to seeking new business on its own.

Officers: Ralph Tanner, president; Ashley Burner, v.p.; Raymond Corder, secretary and Harold Lester, treasurer.

Combining: Donahue & Coe, Inc., with billings at \$30 million and Keyes, Madden & Jones, billing \$20 million. have entered into a "working agreement."

The agencies plan to combine their facilities in New York, Chicago and Los Angeles while still retaining its identity and executive structure.

The set up: D&C, with stronger offices in New York, will service both agencies' clients here. K,M&J will do the same in Chicago. In both cities, the staffs will headquarter together.

New name: George Feldman and Martin Ball, partners in the Feldman Advertising Agency, Evansville, Ind., have changed the firm's name to Feldman-Ball Advertising . New Agency: In San Diego, Cal., Wally Blake Advertising, at 2627 B Street ... New partners: In Allen & Reyn-

Blake Advertising, at 2627 B Street ... New partners: In Allen & Reynolds, Omaha, include: Lyle DeMoss; John Enis, O. Earl Lowry and Edward Whelan.

Agency appointments: The Kruger Brewing Co., Newark, N. J., to Ellington & Co. for its Holsten lager beer . . . The G. Heileman Brewing Co., Lacrosse, Wis., from Compton to McCann-Erickson's Chicago office . . . National Car Rentals System, Inc., with a budget of \$500,000, to Gardner Advertising, St. Louis . . . The O'Brien Corp., paint products manufacturers, to Clinton E. Frank, Inc., Chicago . . . . Morgan & Lindsey Co. variety stores, to EWR&R's Houston office . . . Slumberland Products Co., to the Bresnick Co. Inc., Boston.

Thisa 'n' data: Wm. B. Remington, Inc., Boston, has prepared an

Cutting the anniversary cake: John Blair, president, marked the 10th year of Blair. Tv with a staff party held at the New York office, with others participating via wire





I love a parade: With this theme in mind, WSB-TV, Atlanta, celebrated it's 10th anniversary with a parade through the downtown area, attracting some 200,000 specitators. Here, drum majorettes tote station's call letters. Also in parade, floats promoting station and shows

Worth his weight in chips: Jim French, d.j., KING, Seattle, promoted National Potato Chip Month by asking folks to guess how many chips equal his weight. Prize: Year's supply of chips



This station's dynamite: So says WTOL-TV, Toledo, in a promotion piece sent to agencies. Here, Lois Foukal, of F&S&R, Cleveland, examines the T.N.T.



## DAY and NIGHT ON KLZ-RADIO THE LINES ARE BUSY!



CAPTURES THE LADIES WITH THE

#### PAT GAY SHOW

MONDAY THROUGH FRIDAY

12:05 pm



AND DENVER'S MIICH-COPIED

#### PARTY LINE

MONDAY THROUGH FRIDAY

8:00 pm

Pat Gay and Start Yelland are two stellar performers who make their top-notch programs the most copied format in Americal Pat Gay hosts a brisk housewife's information exchange that is a 100% female participation show with the listener hearing both sides of the conversations. Start Yelland hosts nighttime's "Party Line" with an exceptional suavity that keeps the subject matter, however controversial, in balance and fascinating. Here again the stars of the show are the listeners themselves. BOTH SHOWS ARE TOP.RATED IN DENVER! IN FACT, PULSE (SEP. 1958) REPORTS KLZ HAS AS MANY FIRST RATED PERIODS AS ALL OTHER DENVER STATIONS COMBINED!

CALL KATZ OR LEE FONDREN IN DENVER



CBS FOR THE ROCKY MOUNTAIN AREA

amusing mailer dubbed "Announcing a New Adult Western—Western Mass., that is." Purpose: To announce the telecast (via WWLP) of the agency's exhibit at the highschool "Job Fair" where it shows how an ad is created ... Frank Block Associates, advertising and part, firm, celebrating its 26th

anniversary.

They were awarded: Jerome B. Gray, senior partner and founder of Gray & Rogers, honored by the Poor Richard and Philadelphia Copy Clubs . . William A. Rockett, account executive for Charles F. Hutchinson, Inc., presented with the "Jacob" award from the Junior Advertising Club of Boston.

Going places: Norman F. Best, named general manager and a v.p. of Campbell-Mithun, Inc. . . . Reginald F. Pierce, Jr. and Jerome H. Gordon, elected v.p.'s at K&E . . . J. Blan van Urk, executive v.p. and director of Clakins & Holden, has resigned, with plans to open his own consulting firm in Philadelphia and Pittsburgh . . . Fred Crowl, named to head the radio/ tv and industrial film department at Klau-Van Petersom-Dunlap, Inc. . . . Harold Platt, to v.p. of Edward H. Weiss & Co., Chicago . . . Tom Moorhead, to v.p. in charge of radio and tv at George L. Mallis Advertising, Philadelphia.

More personnel moves: Kerry Sheeran, to Ted Bates & Co. on the Whitehall Labs account . . . William Peters, to SSC&B, on the Lever account . . . John McManus, to DDB as account executive . . . Carl Arrigo, to the ty staff at Cayton, Inc., New York . . . Lloyd Kronsnoble, to Edward H. Weiss Co. as account executive . . . John Hartigan, to Forjoe & Co., Chicago, as account executive . . . Jack Wise, to the farm radio department of Aubrey, Finlay, Marley & Hodgson, Chicago . . . Epes W. Sargent, account executive at C. M. Johnson & Associates, Inc., Bethpage, Long Island.

New appointments at Needham, Louis & Brorby, Inc.: Frederick Sulcer, Donald Dickens, Edward Mc-Auliffe and Ricker Van Metre, Jr., named associate copy directors; John Amon and C. Franklin Johnson, to ex-

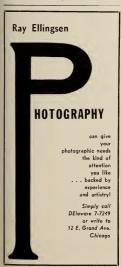


#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer elients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### **WGN-RADIO**

CHICAGO, ILLINOIS



ecutive art directors and Dr. Perham Nahl, to director of creative research.

#### REPRESENTATIVES

Edward Petry & Co. has added another arm to its expanding representation function: a marketing department.

The role of the marketing department: "furnish advertisers with authoritative and completely updated information on potentials and special characteristics of the markets under consideration for spot campaigns."

The marketing department will be headed by William B. Rohn. Assisting: LaGrand Redfield, Jr. The Petry tv and radio promotion departments will work closely with them on presentations.

Westinghouse Broadcasting Co. has set up its own tv rep firm for its five tv stations.

Called Tv Advertising Representatives, Inc., it will begin operation 1 July, 1959, and be headed by Larry Israel (see RADIO AND TV NEWS-MAKERS page 74).

WBC's formation of TAR follows its announcement three weeks ago that its six radio stations would be represented by AM Radio Sales Corp., effective, also, 1 July, 1959.

What constitutes public service: In a speech before the State Association of Broadcasters, in Knoxville, George Skinner, radio program services director for the Katz Agency, asked stations to urge the FCC to revise its concept of what constitutes public service.

Skinner urged stations to get a campaign rolling "to have your public service measured not in minutes of boredom—but in seconds of effectiveness.

"Good, modern public service deals only on the meat of the matter. It gets all pertinent information in a few seconds—before the restless audience can change the dial."

Rep appointments: WAIT, Chicago, and WGMS, Washington, D. C., to Avery-Knodel . . . KJAY, Topeka, Kan., to Gill-Perna . . WCFR, Springfield, Vt., to Walker-Rawalt Co. . . WISH, Indianapolis, to Edward Petry & Co.

#### 73½ YEARS' SELLING EXPERIENCE\*

Bert Ferguson Exec. Vice-President, WDIA



73½ years IS a long time. But that's just how long the capable, trained and experienced WDIA Negro air personalities have spent working at the art of selling. Not a single loss from one of America's greatest air sales staffs in the last six years!

\$4,396,854.81 IS a lot of money. That's just how much national and local advertisers have invested in these men and women in ten years of WDIA's Negro Radio history. \$2,172,827.84 nationally and \$2,224,026.97 locally to be exact.

#### FIRST IN MEMPHIS!

It's a help to know what local advertisers think of a radio station. In 9 months of 1953, Memphis' own advertising fraternity has thought enough of this 50,000 watt giant of selling power to send \$204-211.62 through WDIA in search of a share of the \$616,294,100 the 1,237,696 Negroes in WDIA-land spend annually. Today WDIA still has more local and national advertisers than any other station in Memphis!

By the way, the percentage of Negroes in Mississippi increased from 45% to 46% from 1950 to 1958. Who'd have thought it!

You will miss 40% of the Memphis market if you miss WDIA! Buy WDIA and you'll get sales... sales produced by air experts with 73½ years experience. Top ratings in town.

\*Here's how this impressive record

Notes and the second se

WDIA Is Represented Nationally By John E. Pearson Company EGMONT SONDERLING, President ARCHIE S. GRINALDS, JR., Sales Manager



Latest Catch

The latest addition to the WBNS Radio talent staff, Dean Lewis, upholds the stations heritage for good programing. In three years he has managed to put his "Listen" dj show in the top IO. From 7p. In. to sign off (except for news time outs) Dean spins the best on his popular participation show.

ask John Blair

WBNS RADIO CBS in COLUMBUS, OHIO



THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK
For Real Sales IMN-Pact

KALL

SALT LAKE CITY
FIRST\*

HOOPER AND PULSE

\*Pulse—July 1958; Hooper—May, Sept. 1958

SALT LAKE CITY \* DENVER \* CONTACT YOUR AVERY-KNODEL MAN

Strictly personnel: Dick Close, replacing Tom McFadden (see RADIO AND TV NEWSMAKERS) as director of NBC Spot Sales . . . Edwin C. Metcalfe, elected v.p. of Weed Tv Corp. . . . Harvey Struthers, named director of station services for the CBS TV Stations Division . . . Arthur W. Scott, to the sales staff at Broadcast Time Sales . . . Edward A. W. Smith, to the New York sales staff of Adam Young, Inc.

#### FILM

After an abortive attempt to return on tape, *Ding Dong School* will be revived early in 1959 as a film entry.

Here's the significant facets of the

- The need for high level programs for children will begin to be met.
- It anticipates a revival of Chicago as a production center—the show will be recorded by WGN-TV.
- Perhaps tape is not yet ready to assume distribution that's national in coverage, since only one station in 10 has tape so far.

The host of the show will continue to be Dr. Frances Horwich. Sales will be through Henry G. Saperstein of WGN-TV.

Another Hank Saperstein: not to be confused with Henry G. of Chicago is Hank Saperstein of Los Angeles, the president of Glen Films, who last week purchased two shows from Walter Schwimmer of Chicago: Championship Bowling and All-Star Golf, which are, respectively, in syndication and on ABC TV . . . Schwimmer will continue to distribute both programs; Saperstein's previous chief interest has been merchandising, with credits including Lone Ranger, Wyatt Earp, Lassie and to compound the confusion with Henry G. Saperstein - Ding Dong School.

Film sales: CBS Films' Colonel Flack inked by Phillips Petroleum for WKBK-TV, Chicago; Dow Chemical on WWJ-TV, Detroit; Pepsi-Cola on WBJA-TV, Knoxville; Serta Mattress on WFMY-TV, Greensboro; Jackson Packing on WKTV, Jackson; Purity Bisquit in Salt Lake City; Eisner Foods on WCIA-TV, Champaign; KKTV, Colorado Springs; WRAL-TV, Raleigh;

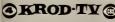


ARE, May 1958—highest rated station in America in markets of three or more respective.

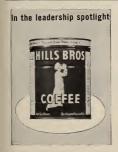
Tated 1837: Year-Ead Review—highest rated station in America in markets of three or more stations for the entitle year of 1957.

Telepulse. Way 1958—first in the market

AMERICA'S BEST TV BUY



CBS Television Network \* Chennel 4 \* El Pero, Texas REPRESENTED NATIONALLY BY THE BRANHAM COMPANY Dorrence D. Roderick, Pres,; Vol Lawrence, V.-Fres, and Gen. Mgr



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### **WGN-RADIO**

CHICAGO, ILLINOIS

KXLF-TV, Butte, and KGUN-TV, Tucson,

Bold Venture (Ziv) reached the 90station mark in sales, with Armour among the latest to join the list. The Armour buy was in seven top markets.

Promotions: UAA keeping the AAP name in a newsletter called Profit Points... Comet Distributing Corp. to call attention to its Satellite Police series with girls in space garb visiting station managers... Ziv's promotion plan for Bold Venture includes a 28page company enthusiasm plan for sponsors.

More sales: Jayark's new Bozo the Clown sold to KFRE-TV, Fresno; WNHC-TV, New Haven; WNBF-TV, Binghamton: WRGB-TV, Schenectady: WLOS-TV, Asheville; WBNS-TV, Columbus; WFGB-TV, Altoona; WLRB-TV. Lebanon: KONO-TV. San Antonio; WDEF-TV, Chattanooga; KRLD-TV, Dallas, and KOIN-TV, Portland . . . also sales in color to KBET-TV. Sacramento: KTLA-TV. Los Angeles; WGN-TV, Chicago; WHDH-TV, Boston; WFIL-TV, Philadelphia; WBRE-TV, Wilkes-Barre: KLOR-TV, Salt Lake City, and WWJ-TV, Detroit . . . Furthermore, the series has been sold to the French-Canadian network, with telecast to start as soon as dubbing is completed.

Financial report: Trans-Lux corporation had declared a 30¢ dividend for 1958, topping last year's amount by 50% and matching the previous high of 1937, which was also 30¢... NTA's annual report indicates a 41.2% gain over last year and a gross volume of 815,497,595; however, profits are down from \$1,094,031 and \$1.07 a share last year to \$687,048 and \$3¢ a share for 1957-58, the difference corresponding closely to operational losses of its owned stations.

Licensing: Ziv's Bat Masterson series, carried on NBC TV and franchised through CNP, has signed these manufacturers: Carnell, for a gold cane; Arlington, for a derby; Ben Cooper, for Pilgrim and Wings boys' wear for a total of eight different types of clothing; Saalfield, for coloring books; U-Bet, for games; John Henry, for badges and keys, and both

## KOA-Radio... your best Western Salesman!



Because KOA-Radio's capable management has established and maintained listener respect for the station and its advertisers for more than 33 years!

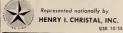
Because KOA-Radio covers Denver and the big, wide West. You need the power of 50,000 watts to blanket the rich Western Market! You reach the whole market with KOA-Radio.

Because KOA-Radio's programming is tailor-made to the interests and tastes of the area. Skillful local and NBC programming combine to give listeners what they want, when they want it!

**Because** KOA-Radio has always shown devotion to the public welfare, it is highly respected and has top stature in its community.

**Because** KOA-Radio SELLS! Make your ad budget work harder...more effectively! Use KOA-Radio!







Homes reached once a week—20.8% MORE than other Rochester station.

MORE than other Rochester station.

NIGHTTIME CIRCULATION Homes reached once a week—20.8% MORE than other Rochester station. Homes reached daily average—28.8% MORE than other Rochester station.

#### NRC.ARC CHANNEL S ROCHESTER, NEW YORK



A TRANSCONTINENT STATION

#### In the leadership spotlight



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for topdrawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you

WGN-RAD CHICAGO, ILLINOIS Multiple Products and Hartland Products for figurines.

Personal appearance: Richard Carlson, star of Mackenzie's Raiders in Milwaukee this week to address the Schlitz sales staff and to appear on radio and tv.

#### **NETWORKS**

ABC TV put out a couple statistical claims this week in connection with who's besting who in the ratings.

The claims, based on the first November Nielsen report:

- 1) ABC leading in nighttime programing (7:30-10:30) on Sunday, Monday and Thursday.
- 2) ABC is the only network to show average rating gains over a year ago. ABC's increase was 7%, while CBS TV was off 12% and NBC, off 8%.

#### More ABC TV news:

The network will schedule a number of its Operation Daytime shows in nighttime spots in various time periods for limited runs.

Purpose: to give these new shows additional exposure to audiences.

The first, on this rotational schedule. began this week, with Day In Court set in the Wednesday 9:30 p.m, slot-to run for six weeks.

Network radio business: Groves Labs, Plough, Inc. and Wm. Wrigley Jr. Co., for ABC Radio newscasts. Also signed, Van Nuys Savings and Loan Association, Kiplinger Washington Agency and Clairol, Inc.

Network affiliation: KIMA, Yakima, Wash., to NBC Radio . . . KPTV, Portland, Ore., to ABC TV.

Network programing note: ABC TV resurrects an old timer from radio next week-Dr. 1. O. It bows 15 December, 9:30-10 p.m. Tom Kennedy will m.c.

#### **RADIO STATIONS**

The National Farm Directors elected a new slate of officers at the annual meeting in Chicago this week. They were: president. Maynard

Stence, WPCO, Minneapolis; v.p., Wall Erickson, KFRE, Fresno and George Roesner, KPRC, Houston.

Significant points brought out at a panel, Farm Broadcasting Takes on a New Look:

- · The farm population may keep on shrinking but their collective income continues to go up-underscored by the fact that \$9 billion a year is spent in advertising on farm service shows.
- · Farm radio/tv plays a vital part in influencing non-farm people on the farmers' problems and conditions.
- · Farm stations have shown an increasing interest in their responsibilities to the sponsor by informative, promotional and advisory cooperation.

(See SPONSOR-SCOPE for commentary on convention.)

#### Ideas at work:

- . WSAI, Cincinnati, wound up two contests this week: After airing 100 safety slogans over a four-week period, listeners sending in the most complete list of these slogans, win a 1959 Fiat; the other-"Guess the Weight" contest, asking listeners to guess the weight of five d.i.'s. Prize: 10¢ per pound.
- . WBBF, Rochester, held an "ad of the week" contest. Top vote-getter was the Goodman and Jane Ace commercials for Borden's Instant Coffee. By way of honoring the winning ad, WBBF aired hourly congratulations to the Aces, the agency (DCS&S) and the client.
- · Six d.j.'s at KOCY, Oklahoma City, took time out from spinning records last week to perform a variety of household chores as part of promotionstunt in which they offered one another to listeners for the day.
- . KCNA. Tucson, the Southgate Shopping Center and Shamrock Dairy sponsored a Hula-Hoop contest at the State Fair. KCNA promoted the affair for one week prior to the event.
- . WEJL, Scranton, Pa., is going all out in a campaign to reduce hunting accidents. Special "Safety Station Breaks" have been recorded by the Pa. Game Commissioner reminding hunters to use caution with firearms, and wear bright colors when hunting.
- KCMO, Kansas City, is holding a Calf Contest open to 4-H and FFA members in the area. Owners of the three animals showing the most efficient and fastest rate of gain in overall competition will receive college

scholarships or cash awards towards their farming program.

Station purchases: KWFR, San Angelo, Tex., to Vanguard Broadcasting Corp. for 875,000—brokered by Hamilton, Stubblefield, Twining & Associates, Inc... WILD, Boston, from the Bartell group to The Noble Broadcasting Corp.

Third quarter earnings report for the Storer Broadcasting Co.:

Net profit from station operations, \$866,792 compared to \$820,008 for the comparable period, 1957. Income before taxes, \$1,686,071 compared to \$1,730,698 for the third quarter, 1957.

Station business of the week: Pfeiffer Brewing Co. and The Detroit Insurance Agency for the 5:00 News via WJR, Detroit . . . Ed Marling Stores of Topeka and McEntire Brothers, mattress manufacturers, for two hours nightly on KJAY, Topeka.

Station staffers: George Clinton, general manager, WBOY & WBOY-TV. Clarksburg, W. Va., resigned to head his own station, WEBC, Duluth-Superior; his successor: Roger Garrett ... Reg Streeter, named sales manager, KWIP, Merced, Cal. ... Bill MIred, to KIOA, Des Moines ... Bob Waldrop, to the staff of WGMS. Washington, D. C. ... Jim McAugham, account executive, KVIZ. Houston.

#### TV STATIONS

Thomas Alva Edison Foundation's fourth annual award dinner on Science and Achievement in New York this week, honored these stations:

WQED-TV, Pittsburgh and WFMT, Chicago as the tv and radio stations best serving you.

Kudos went to CBS TV for its Twentieth Century series, Conquest, and New York's Philharmonic Young People's Concert.

Special citations went to NBC TV for Continental Classroom and Broadcasting Music, Inc. for The World of Mind radio programs.

#### Ideas at work:

• Sponsor treats station: To celebrate \$1 million in volume due to spots

### In this Billion \$ Sales Empire WREX-TV is the TOP KING SALESMAN!





### TIP of WEEK SMART BUYERS

Going up and crazy, man! Our stock market tip this weck is Minute Maid (that's orange juice) selling around 16½ on the big board. And you smart time buyers will be wise to check these top-rated Hooper and Pulse stations of the Rahall group, from New England to Florida.



Again #1 Pulse September, morning and afternoon. Check the afternoon show 4 to 6 p.m. with Dopey Duncan live and George Stahl at the organ.



Top Pulse, Manchester, Concord, Nashua markets. Try the afternoon show with Norm Bailey 4:30 to 5:45 p.m.



5000 watts, top Pulse station in the St. Pete-Tampa markets. The only full time independent in the fast growing St. Petersburg-Tampa area.



As usual, #1 Hooper, morning, noon and night. Reach this rich market with Big Al Sahley 3:30 to 5:30 p.m. on the "Going Home Show."



Top Pulse in the rich Montgomery County market. Afternoon show 3 to 5 p.m. "Juke Box Jamboree" with Buddy Brode.

sold nationally thru WEED & CO.

Joe Rahall, President "Oggie" Davies, Gen, Manager during the past year on KFJZ-TV, Ft. Worth, Gene Cordell, manager of Pioneer Finance and Thrift, treated the staff to a special breakfast.

- KMOX-TV, St. Louis, held a seminar last week for the area's public relations people. Purpose: To acquaint the 110 representatives attending with various station policies and the operation of the different departments.
- Another "Guess the Weight" contest held on all Top Ten Dance Party to programs. Object: viewers are required to guess the combined poundage of the program's m.c., hostess, camera crew and studio guests. The first week of the contest, WHBQ-TV, Memphis, pulled 3,100 pieces of mail.

Under construction: A new tower for stations WOAI-TV, and KENS-TV, San Antonio, with the object of doubling both stations' coverage area.

Programing note: KAKE-TV, Withia, has started a new show that offers \$25,000 as an investment in a sound business idea. Dubbed Opportunity Knocks, it's presented through Private Enterprise, Inc., with P.E.I. providing the money as a capital investment to a business they feel is worthwhile.

Anniversary notes: WSB-TV, Atlanta, celebrated its 10th year with a parade that attracted more than 200, 000 people. To further commemorate the occasion, J. Leonard Reinsch. managing director of the station and Marcus Baillert, general manager, made a film presentation to New York and Chicago agencies . . . WAVE-TV, Louisville, also marked its 10th anniversary last week.

Kudos: The advertising and promotion departments of KYW-TV, Cleveland, captured two Cleveland Ad Chab awards . . WKRC-TV, Cincinnati, won the top tv award of the George Wiedemann Brewing Co. for "Outstanding Media Merchandising."

On the personnel front: Alex Gold, from sales manager at KLAS-TV, Las Vegas, to general manager of KSHO-TV, Las Vegas . . Walt Hawthorne, appointed sales service department manager of KGW-TV, Portland, Ore.

#### INCO'S

(Cont'd from page 34)

they are a straightforward reporting of the news and do not get into commentary or analysis.

- When feature material and interviews are necessary in the straight reporting of the news, our client is willing to have this treatment included, but he suggests that every care be exercised in making sure that features and interviews stay away from biased approach.
- Inco wants a blend of international, national, regional and local news.

As for the commercial portion of the program, Inco "prefers a direct, friendly delivery of its commercials. The copy is not hard-sell copy. Instead, it attempts to be informative, to present the company as a friendly organization producing a metal which serves and is important to all of us."

The booklet ends with a pronunciation key but points out this is no reflection on the announcing staff. "We would like to have uniformity of pronunciation on each of our programs on all the stations carrying Inco news broadcasts." Inco doesn't leave much to chance.



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for top-drawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

WGN-RADIO

#### MAYPO

(Cont'd from page 35)

York, up 185%; Philadelphia, up 433%; Cleveland, up 1,013%; Detroit, up 513%, Denver, up 215%. This, in the face of a 5% average gain in hot cereal sales this past year.

Parenthetically, in the fall of 1957, Heublein and Bryan Houston, Inc., decided to try a similar approach in advertising Maltex, another Heublein hot cereal. As with Maypo, the agency worked with Storyboard's John Hubley to create "Mary Maltex," a doughty little cartoon character, whose tremulo calls for "Ma-a-a-a-altex" are now heard in 11 markets.

These are some marketing facts that both Heublein and Bryan Houston, Inc., have learned from their tv success with Maypo:

- The campaign proved that the right tv approach can replace premiums as a motivating force for children. Youngsters all over the country have been echoing Marky's cry, "I want my Maypo."
- Adults are persuaded by cartoon commercials, even when these speak in children's idiom.
- A successful tv commercial character can force a package redesign for stronger identity between advertising and point-of-sale.
- 4. Display materials developed around incidents in the series of commercials are definite attention-getters in supermarkets.
- Maypo was first introduced in New England and the Upper New York State areas in 1950 and used varying combinations of media during the subsequent five years to establish the brand name and push sales. By 1955, sales had reached a plateau. Maypo faced two obstacles to further growth:
- A nation-wide resistance to hot cereals in this post-war age of easy-tofix foods.
- The premium price the company necessarily had to charge for this maple-flavored breakfast food.

At this time, the agency recommended a spot tv test: Copywriters studied Maypo's marketing problem and decided that the answer might be found in an off-beat carron commercial starring a character that children could identify with, who would speak in kids' idiom. Together with Storyboard's John Hul-ley, they created Marky.

During the first year of television, fall and winter 1956-1957, New England sales jumped 59%, from 257 package-sales-per-1,000 families to 409 packages-per-1,000 families. By maintaining the same tv expenditure in New England during the next hot cereal season, Maypo raked in a whopping 25% sales increase over the 59% boost of 1956-1957.

Results in the New York tv markets paralleled the New England success. Hence, in both areas Maypo sales doubled, despite increased advertising pressure from competitors.

Since the tv campaign had had such a conclusive effect upon sales, the company dropped all other advertising and concentrated exclusively on spot television in 1957-58.

Bryan Houston, Inc. applied these experiences to the fall 1953 advertising campaign and 38-market expansion. So many requests for more Marky commercials came in that there are now four 60-second Marky episodes showing him in entertaining, typical-boy escapades. The campaign, which kicked off in mid-September for its 26-week duration, covered twice the market list that it had in fall 1957, pushing out to the West Coast.





Negro radio Shreveport



#### now 5000 watts non-directional at 980

The Southwest's most powerful Negro station.
• Selling 405,000 Negroes in 49 counties of Texas, Lauisiana and Arkansas.
• Top-rated by Hooper, Pulse and Trendex,

ebony radio Represented by John E. Pearson

the key to the Negro market is IN N.Y.C. & VICINITY NEW YORK epresentatives: John E. Pearson Co.

#### BAY AREA RAMBLER

(Cont'd from page 43)

But beyond the dealer enthusiasm of taking a fleet of Ramblers out to the Presidio for the special events, there was this totally unexpected result: a Citizens Committee was formed to work towards the permanent restoration of historic Fort Point.

Twenty prominent San Franciscans set up this committee, which is headed by Charles Ertola, supervisor of the city and county of San Francisco.

Rambler's selling strategy on the air is this: use four announcers, two men and two women. All of the commercials are live, and each starts with some general sales point of the entire line, and then a detailed demonstration follows about some specific features.

The inherent promotional possibilities of a series based on military records, such as Mackenzie's Raiders, was not overlooked by the Rambler men and their agency, Beaumont and Hohman, Inc., in deciding on buying a syndicated Western.

But there was some special advantages in this series which led to the Presidio promotion. Col. Russell P. Reeder, the author of the book the series is based on, was at one time garrisoned at the Presidio. His letter from West Point, where he is presently stationed, was described by KPIX as "a classic for publicity purposes."

Rambler is also enjoying another coincidence which is helping to promote Mackenzie's Raiders. The star of the show, Richard Carlson, is seen on KPIX in I Led Three Lives, which promotes his new series each week.

While most press junkets usually result at best in a mention of the show, the Presidio function actually had the columnists talking about the event itself. In a full column, Terrence O'Flaherty of the San Francisco Chronicle. described the Presidio as "one of San Francisco's most tragically neglected monuments," then went on to credit "KPIX's Al Baccari with arranging to have this oldest defense point west of the Mississippi" opened for the preview.

Some of the tv editors were less impressed with the romance of history. Bill Fiset, for example, of the Oakland Tribune, said this: "After lunch all the ty writers were driven out of the Presidio by auto dealers in the sponsor's make of car. In each auto the dealer explained the finer points of the car as he went. The complete sell."

#### THE OLD WEST LIVES AGAIN...

ĀT

#### EL RANCHO VEGAS



Las Vegas, Nev .- DUdley 2-1300 INDIVIDUAL BUNGALOWS ON 66 SPACIOUS ACRES DEDICATED TO YOUR MODERN COMPORT BUT STRESSING WESTERN ATMOSPHERE

the world famous OPERA HOUSE THEATRI RESTAURANT presents nightly the greatest na in show business in lavish produ ent of the exuberant Frontier Days

LOngacre 3-6149

Beverly Hills

Phone Direct for Reservations New York San Francisco Los Angeles Chicago

YUkon 2-7105 BRadshaw 2-3366

Miami Beach

#### In the leadership spotlight

BRadshaw 2-3366 MOhawk 4-0111 JEfferson 8-0591



#### Top-drawer advertisers are buying WGN

You're in good company when you join smart time-buyers who select WGN to sell millions of dollars worth of goods for topdrawer clients. Exciting new programming in 1958 makes WGN's policy of high quality at low cost even more attractive to you.

#### SPONSOR ASKS

(Cont'd from page 49)

media were graphically explained by the various speakers.

The seminar sessions, conducted by people well-versed in the field and enlivened by group comment and discussion, were most fruitful of practical ideas. Furthermore, as I represent a radio and television station of the grassroots variety—definitely removed from the suave confines of Madison Avenue—comparing notes with other promotion and merchandising managers who deal more intimately with the overall-and-tractor set allowed me to check my activities against those in similar markets.

As always, these corridor and cocktail-hour conversations were most productive—with ideas that I can put to immediate and productive use here in La Crosse. Helping modify and convert what New York advertising circles have found good to the limitations of my smaller-city stations is a primary benefit of such BPA conventions as the one just concluded in St. Louis.

Chuck Olson, prom. mgr., WREX-TV, Rockjord, Ill.

The third annual BPA convention-

seminar was "the best yet!" Because...

It brought forth inter-media speakers representing the newspapers, magazines, and outdoor advertising fields which generated a competitive flavor.

It gave fertile-minded promotion guys a fresh crop of new ideas on a wide range of promotion subjects, with well-delivered talks and discussions on "Ratings"; "Promotion As A Key Management Function"; "Sales and Audience Promotion": "Publicity and



Pointed up the necessity of promotion

Exploitation"; and "Merchandising and Trade Advertising."

It stressed the importance of tv promotion people as "key members of the management team." It pointed up the necessity of promotion in the highly competitive tv field.

It gave me a personal opportunity to meet for the first time the promotion head of our national representative firm along with promotion men of their represented stations, at a special promotion workshop held concurrently with the convention.

Congratulations are in order to all the officers and individual members of BPA who spearheaded this enlightening convention, for their hard work in the planning and development which resulted in making this seminar "the best yet!" In my opinion BPA has, after three years, come of age.

Doug Holcomb, prom. director, WGBI, WDAU-TV, Scranton-Wilkes Barre, Pa.

"Saw you in St. Louie—Louie," and just about everybody else in this game



Plans for cooperation between radio, tv

of broadcast promtion. It was a provocative and fast moving two and onehalf days of give-and-take discussions covering all phases of promotion, mixed with a look-see at the newspaper, magazine and outdoor media.

Equal "space" was given by the various trade paper publications during the off hours to give us a chance to refresh old and new colleagues and to pick up trade magazines.

Donald H. McGannon, president of the Westinghouse Broadcasting Co., as the keynote speaker of the opening luncheon, laid it on the line when he called on the radio and television industries to undertake a concerted campaign involving all elements of broadcasting to use in promoting our media.

Presentations and roundtable discussions, each planned to allow sufficient time for a question and answer period (the latter I felt brought out the most interesting and informative points), took up our daylight hours. After dark the St. Louis Blues took over in the form of three tremendous Dixieland shows hosted by our friends of the trade press; a fellow named "Bud"; and our own convention committee.

Our national representative hosted a promotion workshop, giving us a chance to swap ideas.

After a few oratorical outbursts by afew-of-the-boys, WGN's Chuck Wilson, a real able BPA'er, was elected president, "It's the Main-Line in '59,"



You'll find a lineup of top shows to use in sending your sales message into the booming North Florida-South Georgia television area. This rich \$1½ billion market is ready and receptive . . . so move in with minutes on:

- ★ RESCUE EIGHT—Mondays—7:30 to 8:00 PM
- ★ HONEYMOONERS Tuesdays 10:30 to 11:00 PM
- ★ FLIGHT—Fridays—7:00 to 7:30 PM

Reach deep for results and reach for WFGA-TV. It's your best buy in the Jacksonville Metropolitan Market.

For further information on one minute availabilities, call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P.G.W. "Colonel."

BASIC NBC AND SELECTED
ABC PROGRAMMING

Represented nationally by Peters, Griffin, Woodward, Inc.

#### WFGA-TV Channel 12

Jacksonville, Florida

FLORIDA'S
COLORFUL STATION



#### IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the RICHEST farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of 3/4 million people and two mil-

WEAU-TV Eau Claire, Wisconsin See your Hollingbery Man in Minneapolis, see Bill Hurley

You're headed in the right direction with Plough, Inc., Stations!





## Tv and radio NEWSMAKERS



Thomas B. McFadden has been promoted to the newly created post of v.p., general sales executive, NBC TV. He will have direct responsibility for the Eastern, Detroit, Los Angeles and San Francisco sales offices. McFadden, at 41, is a veteran of more than 24 years service with NBC. He joined the network in 1934, and has successively held positions as newswriter,

sports editor, director of news and special events for WRCA, N. Y. (then WEAF), general manager of WRCA, and in 1948, appointed the first general manager of WRCA-TV (then WNBT). Two years later, McFadden was transferred to KRCA, Hollywood. In 1952, he returned to New York to reorganize and head NBC Spot Sales. He was elected a v.p. in 1954; v.p. in charge of WRCA and WRCA-TV in 1956; and recently v.p., NBC Owned Stations and Spot Sales.

Rudy Behlmer has been appointed director of tv and radio for Grant Advertising. Inc. He will headquarter at Grant's Hollywood office. In his new position, Behlmer will be responsible for the direction and the production of all commercials for all agency clients. Behlmer is a veteran of eight years in television, both in New York and Hollywood. A native of San Francisco,



he studied there until joining the Naval Air Corps in 1944. In 1950, he joined the staff of KLAC-TV, Los Angeles, and was named director of the station in 1952. Behlmer joined Grant-Hollywood in 1956, after serving as director-producer of nationally-televised shows.



Larry H. Israel will be general manager and operating head of Tv Advertising Representatives, Inc.—an organization newly formed and incorporated by the Westinghouse Broadcasting Co. Israel, now general manager of WJZ-TV, Baltimore, will turn over that office to his soon to be announced successor, in January. He will then devote full time to selecting staff and

offices for the new rep firm, to be fully operative 1 July, 1959. Israel has been with the Baltimore station since WBC assumed ownership of it in 1957. Prior to that, he was sales manager of WDTV (now KDKA-TV), Pittsburgh, and general manager of WENS, Pittsburgh and KMGM-TV, Minneapolis-St. Paul. Tv Advertising Representatives will be the national sales ren for WBCs five television stations.

# YOUR FALL-WINTER SPOT BUSINESS WILL BE UP

because you'll get more of it if you read SPONSOR's new 12th annual

### FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts
86 pages on Radio with 15 pages of BASICS charts
78 pages on Television with 18 pages of BASICS charts
17 pages on Film with four pages of BASICS charts
Full copies of Fall Facts BASICS available for \$1

Reprints of the popular BASICS charts sections:

 16 pages on Marketing
 16 pages on Radio

 16 pages on Tv and Film
 10 TO 49
 25 cents each

 50 TO 99
 20 cents each

 10 TO 499
 15 cents each

 500 TO 999
 12½ cents each

 500 TO 999
 12½ cents each

 1,000 OR MORE
 10 cents each

Prices include postage

For fast delivery, use the coupon below:

| Chec            | ck or cash enclosed  | Bill me    |   |
|-----------------|----------------------|------------|---|
| Section         | Quantity desired     | Unit price | Total amount                            |
| Marketing       |                      |            |   |
| Radio           |                      |            |   |
| Television-Fili | m                    |            | *************************************** |
| Full copy of Fa | all Facts BASICS—\$1 |            |   |
| r un copy or r  | an racie briores wi  |            |   |



## SPONSOR SPEAKS

#### Don't be too quick about quick ratings

The announcement, by A. C. Nielsen Co. of a new instantaneous ty rating service, plus the expansion of Arbitron by ARB. has been rightfully hailed in many quarters as an important research advance for the industry.

Undoubtedly these two new developments will provide many agencies and advertisers with valuable and useful information about their ty investments.

Nevertheless we want to raise a word of caution about the careless or hasty use of these or other rating services.

The fact that agencies and clients can now get almost simultaneous data on the pulling power of their programs presents some very serious temptations. One of these is the completely human tendency to make snap judgments or emotional decisions based on too few and unconsidered facts.

Ratings in themselves, are good and proper broadcasting tools. But they must be studied by qualified rating specialists, and they are most valid and most valuable when they are used to determine long-term trends, not short-term and sometimes highly variable performances.

#### **Guard against rating fever**

SPONSOR has often had occasion to warn against the overinfatuation with ratings which is common among certain agencies, advertisers, and even stations and networks.

The fact is, as any mature research man will admit, radio and ty ratings today are misused as often as they are honestly and correctly used. And both branches of broadcasting have suffered almost irreparable harm because of "rating fever."

SPONSOR welcomes every new development in broadcast research which sheds more light on the efficiency and sales power of radio and tv.

But we suggest that the greatest research need today is not so much the extension and refinement of present rating services, as it is a wholesale revision of the methods and practices by which these services are used.



THIS WE FIGHT FOR: Recognition by advertisers and broadcasters alike that, in radio and tv, there are many important "intangibles." Neither ratings nor costs-per-1,000 tell the whole story. The full measure of the power of the air media must be calculated in other terms.

#### 10-SECOND SPOTS

Second best: The news department of KFMB, San Diego, conducted a local crine survey, found that radios ranked second in number of items stolen in San Diego area. First place went to ladies' panties taken from clotheslines.

Switch: Cover of new monthly newsletter of HFH Productions Inc., commercial film producers, features a cartoon of an artist doing the "trampas walk" down a cowtown street with a pencil in his holster. Caption: "Have pencil, will animate."

BPA: Funniest line from the BPA Convention in St. Louis: "We haven't had any trouble with alligators at our house lately." Utterer was Byron Taggert, promotion manager of WFLA-TV, Tampa, whose home actually is surrounded not only by alligators but by cottommout moccasins as well.

More BPA: In the sponsor suite at the convention, John Stilli, sales manager of KDKA-TV, Pittsburgh, met two people to whom he'd sent two dollars in a chain letter. The two recipients: a v.p. at BBDO and a staffer at sponsor, each of whom netted \$42 on an investment of \$2.

Definitions: From KONO-TV, San Antonio, came these definitions of tvradio terms. The author is Dee Vincent, a KONO-TV staff announcer, and if you enjoy them, better cut out and save them because there'll be more to

Dissolve—Sudden disappearance of director after blowing a live spot.

Matched dissolve—Sudden disappearance of director and announcer after blowing live spot.

Take—This denotes director has put the wrong camera on the air; it is done electrically.

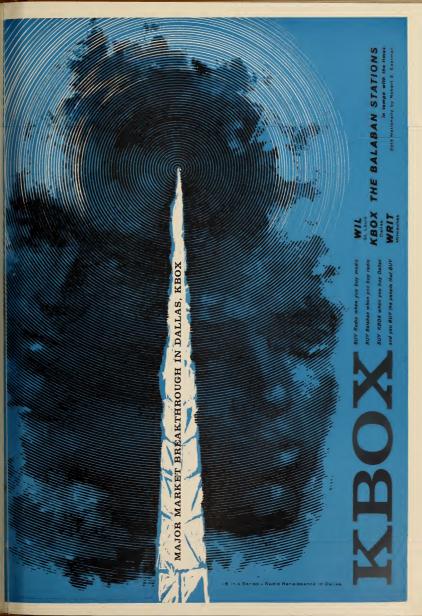
Double take—Reaction of the director after a "take."

Superimposition—Director can't make up his mind which camera he wants. Credits—Advance list of personnel who will be fired right after this show.

Remote—The possibility of the client renewing.

Musical oridge—Audio man is in the men's room.

Slide—Everybody except the announer throw themselves on the floor; someone is in front of the camera.





#### with top CBS-ABC-NTA network programs in America's 37th TV marke

#### CBS

Have Gun Will Travel Playhouse 90 Jack Benny Person to Person Perry Mason

Jackie Gle Name that Tune December Bride The Millionaire To Tell the Truth Douglas Edwards What's My Line \$64.000 Question

Play Your Hunch Arthur Godfrey Top Dollar

Zorro Walt Disney Lawrence Welk Rin Tin Tin American Bandstan Mickey Mouse Club Ved. Night Fights Joice of Firestone Pat Boone The Lawman Patti Page

as for coverage, NCS #3 confirms Channel 9 domination in the rich Upper Ohio Valley.

A Member of the Friendly Group Stations

KODE-TV, WBOY-TV, WSTV-TV

52 Vanderbilt Ave., N.Y. . 211 Smithfield St., Pittsburgi Represented by Avery-Knodel, Inc.











## SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE



GIRDS FOR MAJOR BATTLE

SPOT RADIO

Threatened by a dip in billings, spot radio readies major sales drive for 1959. RAB and SAR plan hardest selling in the 30-year history of the medium

Page 25

**CBS TV** drops its 'Must Buy' ruleadmen react Page 30

Spoof by d. i. creates a new pale, stale ale Page 28

How Y&R dig for 'Facts behind the radio/tv ratings'

Page 32

low! 50,000 watts\*



00 nighttime

Represented nationally by the Henry I. Christal Co., Inc.





### Facts Of Broadcasting — DETROI

In the Home of the Automobile . . . Where advertising people

....know their Market, and

.... know their Media

.... along with their Motor Cars...

Your '59 Budget will

GO Farther

on W-CAR

Lowest cost per thousand in Detroit Area A top national agency's own 1958 private survey disclosed

W-CAR carrying more
Automobile Advertising
—regional, national and dealers—
than any other
Detroit Area station

Detroit Sells Cars - and Buys W-CAR!

FARM COUPLE AT SAT. NITE HOE-DOWN
... in the Land of Milk and Honey!



Frankly, our Wisconsin farm families are distinguishable today only by their added incomes! This is truly the bountiful Land of Milk and Money. Thousands of big dairy farms . . . scores of clean small cities . . . 400,000 families enjoying CBS-ch. 2 television.









#### DIGEST OF ARTICLES

#### Spot radio girds for battle in 1959

25 SRA and RAB plan heavier selling pressure as billings dip during second half of 1958. One problem: banning local rates for national clients

#### D.J. radio spoof creates new pale stale ale

28 Olde Frothingslosh, which began as a gag, becomes a beer sales specialty in Pitts. Annual holiday volume is now spread through six states

#### 370 more cases for Parti-Day in Green Bay

29 Seventh week of SPONSOR-reported test of day tv for Parti-Day Toppings shows first direct evidence of movement to consumers. Sales box score

#### CBS TV drops 'Must Buy' rule

30 Network eliminates basic required list, substitutes dollar volume floor and minimum number of stations; agencies predict schedule revision

#### Travel 100,000 miles for facts

32 How the Y&R Local Service Unit works to evaluate and service the growing local spot and participation activities for its clients: with travel

#### Non-kid item gets 'Tom Sawyer' treatment

35 Sponsor gets kids to do the job for him in crash program to broaden consumer base. 75,000 tv contest entries showed who buys the spaghetti

#### Spot tv's top 100 advertisers

37 Here are the nation's leading advertisers and what they spent in spot television to promote their products during the third quarter of '58

#### Tv commercials: to integrate or not

38 Better consider product and program before you decide to integrate tv commercials is advice of Lynn Baker's Sam Carter in upcoming book

#### SPONSOR ASKS: How do you use NCS #3?

44 With the release of the new Nielsen Market Coverage Report, key agency, research and station people appraise its use in the market today

#### **FEATURES**

49 Film-Scope

22 49th and Madison

56 News & Idea Wrap-Up

6 Newsmaker of the Week

56 Picture Wrap-Up

42 Radio Results

8 Sponsor Backstage

52 Sponsor Hears

13 Sponsor-Scope

68 Sponsor Speaks

54 Spot Buys

68 Ten-Second Spots

18 Timebuvers at Work

66 Tv and Radio Newsmakers

51 Washington Week

**Editor and Publisher** Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

EDITORIAL DEPARTMENT

**Executive Editor** 

John E. McMillin

News Editor

Ben Bodec Special Projects Editor Alfred J. Jaffe

Senior Editors W. F. Miksch Harold Hazelton

Associate Editor Pete Rankin

Midwest Editor (Chicago) Gwen Smarl

Western Editor (Los Angeles) Mariorie Ann Thomas

Film Editor Heyward Ehrlich

Assistant Editors Jack Lindrup Gloria Florowitz

Contributing Editor Ina Csida

Art Editor Maury Kurtz

**Production Editor** Florence R Hamsher

**Editorial Assistant** 

Vikki Viskniskki

Readers' Service Barbara Wiggins

ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager Roy Meachum

Production Manager Jane E. Perry Sandra Lee Oncay, Asst.

#### PROMOTION DEPARTMENT Jane Pinkerton, Manager

Lalitha Nayagam

CIRCULATION DEPARTMENT Seymour Webe Harry B. Fleischman

#### ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bower George Becker Laura Datre Priscilla Hoffman Jessie Ritter

Member of Business Publications Audit of Circulations Inc.

#### SPONSOR PUBLICATIONS INC.

Combined with TV. Executive, Editorial, Circu-lation and Advertising Offices: 40 E. 49th 52. (49th 6. Maclion 186v vert 17, N. 7. Tok-children 186v vert 17, N. 7. Tok-612 N. Michigan Ave. Phone: SUpariet 7-884. 612 N. Michigan Ave. Phone: SUpariet 7-884. Silvania State 186v vert 186v vert 186v vert 186v Phone: Falriza 4-6529, Los Angoles Office 6891 Phone: Falriza 4-6529, Los Angoles Office 6891 Phone: Falriza 4-6529, Los Angoles Office 6891 Most Phone: Supariet 186v vert 186v v

©1958 Sponsor Publications Inc.



## KROGEF WROV





CHARLES W. CONNER
BALES PROMOTION AND
ADVERTISING MANAGER
ROANGKE DIVISION

November 25, 1958

Mr. Burt Levine General Manager Radio Station WROV Roanoke, Virginia

Dear Burt:

It is our policy here at Kroger to reappraise media at four-month intervals.

During his period, we have conducted many tests of which you were undarred to the termine the ability of each of the personalities to sell for Kroger, we sake cet of period in them and assigned these during test weeks to the different personalities. We were careful that the time and assigned they work to the different personalities. We were test to the different personalities were not promoted in which was ween to the different personalities. We were the test of the different personalities with the test of the different personalities.

Your personalities came through for us beyond our expectations.

For example—we intended to run a group of household items for a two-week period. We scheduled the Items on WOOV for the first week of the promotion. At the end of five days, our merchandise sumply was exhausted. At another time we gave lackson a particular assignment to sell a Packer Label Corned Beef. Over the three-day weekend period our usual sales volume doubled. Jackson's show was the only promotion put behind the item. This proved to us that Jackson's appeal is not just to teenagers, but to all age groups.

These are just two instances among many to illustrate the job that the personalities have done for Kroger.

Please pass along our appreciation to all of your staff for the fine way in which they have handled Kroger shows.

Very truly yours,

CWC/ac

Charles W. Conner, Manager Advertising & Sales Promotion

Use these WROV personalities and ROANOKE will love you!

KEN TANNER • BARBARA FELTON JERRY JOYNES • LES DAVIS JIVIN' JACKSON WROV

ROANOKE, VIRGINIA
Burt Levine, President

represented by Burn-Smith Co., Inc.



#### SERGEANT PRESTON of the YUKON

#### Leads the Rating Race in Market after Market!

#### ATLANTA

| Pulse, June, 1958   SERGEANT PRESTON   20   State Trooper   19   Honeymooners   19   Silent Service   12   Sea Hunt   11 |  |
|--|--|
|--|--|

#### BOSTON

| 1330 | SERGEANT PRESTON         24.5           Harbor Command         23.5           Sheriff Cochise         22.5           Highway Patrol         22.2           State Trooper         21.2 |
|------|---|
|------|---|

#### PUBLINGTON

| ARB,<br>April | SERGEANT PRESTON43.8   |
|---------------|--|
| 1958          | Whirlybirds       34.4         Sea Hunt       29.3         Highway Patrol       29.1 |
|               | Silent Service13.8   |

#### DAVTO

| Pulse.       | SERGEANT PRESTON31.0 |
|--------------|----------------------|
| May,<br>1958 | Highway Patrol29.5   |
| 1930         | Silent Service       |
|              | Sea Hunt             |

#### IACKSONVII I E

| JACKSONVILLE           |  |
|------------------------|--|
| ARB,<br>March,<br>1958 | SERGEANT PRESTON         39.1           Sea Hunt         32.6           Sherift of Cochise         31.6           Whirlybirds         24.9           Silent Service         21.3 |

#### LOS ANGELES

#### SAN LUIS OBISPO

| March,<br>1958 | SERGEANT PRESTON         44.4           Harbor Command         43.8           Highway Patrol         41.9           Sheriff of Cochise         35.0           Sea Hunt         31.9 |
|----------------|---|
|----------------|---|

## T TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100



## NEWSMAKER of the week

A veteran of the wars between station management and organized community critics, Lloyd E. Yoder, v.p. and general manager of NBC's WNBQ-WMAQ. Chicago, this week broke precedent by taking to the rostrum and in challenging terms laid down what he deemed were the programing responsibilities of the local broadcaster in today's competitive climates.

The newsmaker: For the past several months Yoder, as the incoming boss of the two stations, has been under terrific fire from various quarters—organized listeners, politicos and unions for eliminating certain live shows from the local roster. His first public comment came at a Chicago gathering of American Women in Radio & Television.

Ranging from self-effacing to the philosophical, Yoder recalled some of the brickbat letters he had received. Such as being referred to as "Mr. Lloyd Yogurt," calling for a "De-Yoderizing" of the stations and urging "Yoder . . . Go Home."

Stating that to the responsible broadcaster who serves his public as best he can, Yoder reminded his audience in a community with a radio/tv potential of 8,000,000 people there are bound to be many who disapprove of the programing of "any mortal man or woman." Yoder said he recognized the right of any viewer to be an expert critic, producer, director or writer, but there was still this principle for the broadcaster to hew by: The broadcaster meets his challenge to do a good job when he programs



Lloyd E. Yoder

for the over-all audience—since tv and radio, after all, belong to all the people.

Another point made by Yoder: There is no conflict between programing in the public interest and operating a successful business. Both "depend on satisfying the public," and the broadcaster who best satisfies the public will also have the most successful business.

"If my decisions are wrong," Yoder also added, "I have no doubt that the Chicago public will let me know about it and I will make other changes. In this business perhaps more than any other, the one thing we are certain of is change."

Mr. Yoder began his association with NBC in San Francisco in 1927 and became general manager there of KPO-KGO (now KNBC and KGO). He took charge of KOA, Denver, in 1939 and WTAM and WNBK, Cleveland in 1953. He was elected a vice president of NBC in 1956 when he was named general manager of WRCV and WRCV-TV. Philadelphia.

## NEWSMAKER STATION of the WEEK WIL applauds EASTMAN

## WIL

THE STATION THAT BROUGHT RADIO BACK TO ST. LOUIS

Graphic story No. 2: — The Growth of WIL'S national spot business has increased OVER 12 FOLD since June!

August

September



robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue New York 22, N.Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago, Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg San Francisco, Cal. YUkon 2-9760

October

A BALABAN STATION ... IN TEMPO WITH THE TIMES



30 years Service

in the Columbus Area is the key-stone of WRBL policy in providing TOP Quality programs for all Audiences

#### WRBI

Pioneer and Leader in Columbus since 1928

Complete local news coverage since 1937 Proudly—a CBS affiliate since 1939

#### WRRI.-FM

First Station in Georgia with Daily Stereophonic Music

FM operation continuously since 1946 . . .

Exclusive FM in Columbus since

It's the combination of
Quality and
Experience
which makes WRBL Radio
the New and Preferred
tune-in habit
of the Columbus Area

#### WHBL RADIO FM

5KW 25KW COLUMBUS, GEORGIA

> Represented by GEO. P. HOLLINGBERY



## Sponsor backstage

#### Tv's reply to print

Last time I mentioned the incredibly successful Revlon Corp. in this space I speculated, idly enough, on the fascinating relationship between the two brothers Revson. Now Revlon is bacin tin the financial pages of public print, and again in a situation which makes the fictionizing of Cameron Hawley or Red Quinlan read like watered-down Pollyama. And this time the most



fascinating element of the situation to me is that there is no longer mention of the Revson brothers.

President Charles announces that Revlon has bought up almost a quarter million shares of stock in Schick to acquire control of that electric shaver giant. President Charles announces that the incumbent president-chairman of the board of Schick has resigned. President Charles announces this, and President Charles announces that, but nowhere to be seen nor heard from is the other brother. I would have to look up the last piece I did on the pair to remember his name. So frighteningly fleeting is fame.

#### The 7-to-5 shift

The Revlon-Schick episode, however, did not lack for its own study in siblings. On Monday, president Charles Revson announced that president-board chairman Kenneth Gifford Schick had resigned. On Wednesday of that same week president Charles announced that the new board chairman of Schick was to be Chester Gifford. Chester is the brother of Kenneth. Chester had previously been president of Schick, until four or five years ago, when he joined Avco Mfr. Co., as president of that corporation's Bendix and Croslev home appliance divisions.

And knowing how important a part advertising—especially television advertising, has played in enabling Revlon to gross almost \$100,000,000 last year from a running start of about \$19,000,000 in 1949—knowing how important advertising has been, you might have expected Charles Revson to come up with Schick's old advertising manager as the company's new president. He is John Reidy, who was the firm's ad boss until 1946.

It goes without saying that, among other moves, the seven-man board of directors of Schick was replaced with a five-man board, and four brand new members were elected to the board. These were Charles, himself; Charles Lachman, Revlon's senior vice president; Harry Meersman and William Mewhort. The fifth member was held over from the old board. He's banker William White. Dropped from the board were Kenneth Gifford and his wife. She is the widow of the founder of the company, Jacob Schick. Also dropped was the late Schick's daughter, Mrs. Virginia Schick Coyle; James Carmine, W. J. Ryan and O. A. Petty.

The financial pages indicate all kinds of fascinating information about both the Schick and the Revlon companies. Of most interest to advertisers and agencies were the simple facts that Revlon would be spending close to \$12,000,000 in radio/tv this year, while Schick has a tv budget of over \$5,000,000. Making this, of course, approximately a \$17,000,000 broadcast advertiser. But nowhere, nowhere at all, a single word about that other Revson brother. Martin, I think his name was.

#### This is "deterioration"?

It's because advertisers like Revlon and Schick have been spending more and more in television and less and less in print media that magazines like Fortune run stories about tv's "deterioration." I read the Fortune piece, like most people in the industry, and was ready to rush to my Royal when the 29 November issue of sponsor came in. If you missed the sponsor analysis on the Fortune piece, let me urge you to go back and look it up. It will put the "print plot" into very sharp focus for you.

There is no doubt that tv is taking dollars away from other media. And the print boys may scream all they want about "program mediocrity," but one show like the Rosalind Russell Wonderful Town on CBS TV, Sunday, 30 November, exposes their screaming for the panicky distortion of facts it is. Wonderful Town marked the first time I have ever seen a musical comedy presented more effectively on a television screen than on a Broadway stage. I recall the show (I believe it was at the Winter Garden in 1953) vividly. The video cameras got you just enough closer to the wondrous Miss Russell than a first row seat in the theatre to enable you to catch every sparkling, bubbly, enchanting bit of mugging and playing. Jacquelyn McKeever, who played Eileen, will surely be one of the very brightest stars in all the musical theatre before very long. She's got everything. And, as fine a performance as Edie Adams gave as Eileen in '53, the daisy-fresh Miss McK. topped her. Only in some of the ensemble dance numbers was the tv presentation less effective than its stage counterpart. In every other way the video version was superior. A large part of the credit should go to director Mel Ferber, who uses his cameras to sell what he has to sell most effectively.

#### Well-planned, effective sell

And I don't believe I've ever seen commercials more astutely planned and produced to fit the mood of their vehicle than the advertising messages in *Tourn*. I wish I knew, or had time to check the advertising agencies for Westclox and Carling's beer and ale, so I could throw them the large bouquet they deserve.

The commercials they devised were not only just right for the show, and extremely effective as selling copy, but the choice of, and the utilization of the stars to do the commercials were near perfect. Dorothy Collins made an irresistible and highly persuasive saleslady for the watch and clock manufacturer, and Cliff Arquette (in his Charlie Weaver finery) pitched the beer to make your mouth water.

I'm sure the print media, and other tv detractors are going to have to come up with more potent propaganda than that Fortune piece, before they're able to persuade people like Westclox and Carling that tv isn't the best advertising buy in history, at today's prices, and with today's shows.

#### Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR AO East 49th Street, New York 17. New York.



All Day-Everyday
WMBD Radio Broadcasts over a
new 5000 watt HI-FIDELITY radio
trans mitter, making WMBD
RADIO, "THE BEST SOUND IN
TOWN." A powerful, distortion
tree signal for more than lalf million people in the 16 county Peoria
trading area.

### FIRST IN MEASURED OUARTER HOURS

WMBD's continuing leadership in the rich PEORLY market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

#### WMBD MARKET DATA

| Ì | MWRD WAKKEI             | DATA          |
|---|-------------------------|---------------|
| ı | Population              | 531,900       |
| ı | Households              |               |
| Į | Retail Sales            | \$725,261,750 |
| ١ | Food Sales              | \$142,488,750 |
| ı | Drug Sales              | \$ 17,826,250 |
| ı | Effective Buying Income | \$991,150,000 |
| ١ | Income per Household    | . \$ 6,007    |

Exclusive
National Representatives
Peters, Griffin, Woodward, Inc.



Thank You FOR YOUR WIRES AND CALLS ...

WATCH **FOR** IMPORTANT **NEWS** SOON!

Television

THE BATTLE FOR LAW

AND ORDER IN "THE TOWN TOO TOUGH

-BILLBOARD

... hos shot its way into the lielsen bigtime —RADIO DAILY

one of the best of the new Western crop.

—BILLBOARD

starring

Pat Conway

AS SHERIFF CLAY HOLLISTER

**Richard Eastham** 

AS EDITOR HARRIS CLAIBOURNE



## TOMBSTONE TERRITORY

#### ON ABC FOR ONE YEAR!

- **BEAT** Dinah Shore Chevy Show. . 7 times in 8 surveys!
- BEAT | Love Lucy . . . . . . 13 times in 13 surveys!
- **BEAT** The Californians.... 12 times in 13 surveys!
- BEAT Pat Boone...... 11 times in 13 surveys!
- BEAT Bob Cummings. . . . . 11 times in 13 surveys!
- BEAT U. S. Steel Hour.... 11 times in 13 surveys!
- **BEAT** Person to Person . . . 10 times in 13 surveys!
- and always **BEAT** Suspicion, George Gobel, Colt.45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

ielsen, Oct. '57 thru Apr. '58

#### OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

| Detroit 2 7              | San Diego O Pulse, Aug. '58 | Baltimore  O ARB, Sept. '58 |
|--------------------------|-----------------------------|-----------------------------|
| Cincinnati ARB, Feb. '58 | Lubbock  ARB, Apr. '58      | Portland, Ore.              |
| Seattle-Tacoma           | San Antonio Pulse, Mar. '58 | Los Angeles  ARB, Mar. '58  |

# 11 Years Of Family

# Programing Has Produced The Ideal

Effective radio advertising sells goods, services, ideas. Bartell Family Radio always audience-dominant—enriches composition by involving all members of the family. This makes for maximum buyership.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!

## Buying Audience





AMERICA'S FIRST RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC



Most significant tv and radio news of the week with interpretation in depth for busy readers

#### SPONSOR-SCOPE

13 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

NBC TV hadn't decided at SPONSOR-SCOPE's press time when and how it would counter CBS TV's action in terminating the must-buy station concept.

CBS TV's closed circuit message to affiliates on the details of the plan that will replace the must-buy rule was put off until Friday (12). In effect, this gave NBC TV that much added time to figure out how it was going to meet the decisive switch in network selling.

You can be sure of this, however: NBC TV this week will officially announce either 1) that is it studying the matter, or 2) its own version of a substitute plan for the must-buy requirement.

Meantime CBS TV vigorously denies that its announcement is being postponed so that the ventual plan can be made more palatable to its affiliates, or that the network had been showered with protests from member stations.

(See article on page 30 for more details.)

Look for Ford to lead the Detroit pack in stepping up advertising activity.

Meetings at the factory this week pointed to heavy spending immediately after the first of the year in all media.

Meantime rep organizations keep pounding away with presentations in behalf of spot at both the agency and plant level.

Irving Schweiger, Chicago market research specialist, predicts that new auto sales in 1959 will reverse the downtrend of the past several years and hit about 5.5 million units. The record year was 1955, with 7.2 million. He also expects consumer spending for durables in 1959 to run 15% ahead of 1958.



Leaders in national spot radio have begun to face up to the uncertainties confronting that medium and do some serious soul-searching on ways to improve the situation.

On this and the following pages are several items spotlighting various facets of the problem:

FACET NO. 1: Take it from the old hands on Madison Avenue, there's nothing wrong with the state of national spot radio that can't be remedied by serious selfanalysis and inventory on the part of the sellers.

As these media experts see it, the job primarily is one of marketing reevaluations.

Angles that sellers might find worth considering are these:

- Are rate cards so set up—since the 52-week national advertiser has become pretty much
  of a rarity—that a practitioner of intensity buying (flight saturation) has enough inducement to come back frequently? In other words, is the apple being shined up with
  something in addition to the frequency discount?
- What has the station got in the way of hot personalities of interest to the buying-age woman?
- Are stations missing the boat by failing to show that, despite all the myths about teen-age listening, they're still a powerful influence in the adult community?
- Since this is a business that goes by the adage of what have you done for me lately, have radio stations overlooked the necessity for periodically rekindling in buyers an economic and emotional urgency about the medium?

(For a detailed analysis and status report on national spot radio, see page 25.)



FACET NO. 2 of the national spot radio situation (begun on the prior page) involves current revenues. Here a minus sign has appeared for the first time since the SRA started (1955) keeping score on national spot radio sales. The gross for the third quarter of 1958 was 3.6% less than during the like period of 1957.

The third quarter tallies: \$43,085,000 in 1958; \$44,629,000 in 1957.

However, this year's grand total for the initial nine months is still ahead of 1957's by 4%. The figures: \$136,639,000 vs. \$131,397,000.

A curious aspect of the current slide in national spot radio is that it hasn't materially affected the stations' overall business. They've had no difficulty finding regional and local advertisers to fill up the schedules. It may be a case of history repeating itself. National advertisers usually don't jump back on the radio bandwagon until regional and local advertisers overrun the medium.

Meantime here are some good holiday tidings for the national spot radio:

- Florist Telegraph Delivery is buying 121 radio markets pre-holiday, via Keyes, Madden & Jones, as well as 50 tv markets. Best Foods (SSCB) is putting its instant oatmeal on a six-week run, and SSS Tonic has plans for 36 weeks in 1959.
- JWT reports that it will be spending more for spot radio in 1959 than it did even this year (Ford, 7-Up, and Schlitz will be hefty contributors).
  - 3) There will be sizable bursts from the cigarette field in early '59.

New national spot tv business got a bit of action this week. Calls for availabilities came from at least three agencies. They were:

Benton & Bowles: Day and night spots for Gaines Dog Food.

Cunningham & Walsh: Saturation for Instant Fluffy Whipped Potatoes.

Young & Rubicam: Longterm schedules for Bristol-Myers' Bufferin.

The Bufferin request ran into a flurry of questioning from stations.

Some of them didn't like the protection shackles put on them by the product. The agency stipulated that the Bufferin spots could not be adjacent to certain specified products not only in chainbreaks but in participating programs.

Point of objection: If the participating program protection held, **Bufferin would have** exclusivity on a 90-minute feature picture against headache and cold remedies, mouthwashes, etc.

A common sarcasm is that no matter which way the air-media wind blows, the station representatives will make money on it.

A harder look at the facts, though, reveals these stern details:

- The reps' cost of doing business keeps zooming and their net on gross billings is getting narrower and narrower.
- As the ad agencies know, to keep himself on a sound competitive level, the representative has to add expensive new services for his stations and buyers.
- His outlay for selling and servicing each medium gets more and more lopsided.
   He cannot escape his stations' insistence that he maintain separate sales staffs for tv and radio, even though both involve contacts with mostly the same buyers. Stations are as strongly as ever disposed toward this dual tactic.
- Contributing much to the mounting cost of operation is the trend among spot advertisers to buy shortterm schedules. To sell, service, and bookkeep this sort of business costs far more than a longterm contract or order.

Farmers must be keeping later hours because of television.

The latest Iowa tv/radio audience survey (Dr. F. L. Whan) shows the percentage of farm homes using tv weekdays at 10 p.m. at a surprisingly high level.

The exact figures: Urban, 62%; farm households, 49.5%.

However, there's a big difference Saturday nights: Urban, 74%; farm, 49.4%. Apparently the farmers think more of sneaking in that extra hour of sleep at the end of the week than does the urbanite.

American Machine & Foundry no longer has the network bowling fans to itself: Brunswick-Balke-Collender is going NBC TV with a 26-week film series, Women's Major League Bowling.

Price of time and talent: \$400,000. Agency: McCann-Erickson, Chicago.

Tv network clients in 1958 will have spent 25% more for specials—in time alone—than they did in 1957.

NBC TV figures that the billings this year will come close to \$20 million as against \$16 million last year.

The year 1958 has given NBC TV a record number of individual advertisers. The total will be up to 186.

In 1957 the network had 174 different bill payers. What contributed much to the difference this year was the business brought in via the Jack Paar show.

Postscript to the announcement by CBS Radio of its Consolidation Plan:

A group of station managers with divers network affiliations last week conferred intermally on the feasibility of setting up a world-wide news collecting service of their own.

Nothing of a concrete nature happened.

Commented a radio network official: "Wait until they find out what it costs to run a news service."

Benton & Bowles took a bow for itself this week on the fact that its seven nighttime network tv shows, according to the first November Nielsen, came off with an average 26.5 rating.

26.5 rating.

Two points of comparisons made by B&B: (1) It was the highest average for any agency during that period, and (2) the weighted average for all shows was 20.8.

JWT, with 14 agency-of-record shows, got an average of 24.4, while Y&R, with five shows, hit 23.7.

Other averages: BBDO, 10 shows, 21.8; FCB, 21.7; Bates, 11 shows, 21.3; McCann-Erickson, 10 shows, 20.5; Grant, 20.6; K&E, 19.

Schlitz, the account that may have sparked CBS TV into acting quickly on the abolishment of the must-buy stations rule, is shopping around for a network period in which to spot a new Ray Milland series.

Chunks of the country will be excluded from this show's station lineup sweathing that CBS was aware of when Schlitz's agency, JWT, noted that whatever replaced the Schlitz Friday night Playhouse should not cover the Northwest.

The pull-out of the present Schlitz show will leave Lux without an alternate week filler-in.

Lever has yet to reveal what it proposes to do.

Spot note: There'll be lots of Schlitz for both tv and radio stations in 1959.

The rebellion on the tv copy creative front has reached Chicago.

In resentment against old-line print chieftains who insist on maintaining their supervision over what goes into tv, groups of top tv creative people have walked out of a leading Chicago agency in recent weeks.

Some of these exiting writers and artists have won awards in commercial competition consistently.

Their gripe: The print-oriented bigs, who even refuse to recognize the new breed with titles, have neither the understanding nor the feel required for the composition of today's sales-producing commercials. They're disposed to attack a problem from the focus of publication work.

CBS TV expects to unlimber some strong ammunition in a couple weeks via a presentation comparing how it's fared audience-wise with the other networks during October-November.

The purpose obviously is this: To show that, despite the cascade of statistical data that's come from the competition, CBS still is tops on the totem pole.

-

Don't be surprised if the top circulation magazines do a turnabout in their selling strategy and start referring to themselves as a supplement to tv.

In other words, they will cease setting themselves up as ranking competitors of tv and instead put the pitch on this level: their value in lending added frequency and weight to an advertiser's national tv campaign.

Now that the grocery chains are getting to look more and more like general stores, watch for the expansion of their book shelves as well as phonograph record business.

These two high-profit items, it is estimated, are doing about a \$55-million volume each—which leads to the possibility that book publishers may become substantial participants in spot.

NBC Radio's Joe Culligan may make a tactical programing move in the direction of spotting the Star Dust (5-minute vigneties) concept in weekday daytime schedules. The network presently has these 5-minute name bits studding Monitor and Nightline.

Likely motive: Sparking the attention of the younger housewife with personalities. Check audience composition for daytime radio serials, and you'll find that the bulk of the listening (42% to 52%) is done by housewives over 50 years old.

With the cigarettes spending more money than ever in air media, these projections of sales and trends—culled by SPONSOR-SCOPE from authoritative sources—deserve scanning by the advertising trade as a whole:

- 1) Total sales for 1958 will be around 428,000,000,000-up 4% over 1957.
- 2) The breakdown of types will run approximately: filters, 47%; regulars, 33%; king-size, 20%. There's thus a trend toward non-filter king-size as a compromise with the nicotine phobia, which could account for Pall Mall's 40% sales rise this year and the big pickup for Chesterfield longies. The menthol swing has leveled off somewhat, though Salem is up about 60%.
- The estimated sales for the top filter-tips: Winston, 42 billion; Kent, 35 billion;
   Viceroy, 31 billion; L&M, 25 billion; Marlboro, 21 billion; Salem, 19 billion.

Keep your eye on the mounting battle of the bar soaps: for marketers it's the big sideshow not only today but for months to come.

The front-runner for the moment is P&G's sensational seller, Zest. Lever is structured that the structure of 
Obviously, the war of the powder detergents has shifted to the bar soaps; and the opinion of marketing men is that in Zest P&G has another Tide, which last year earned the Cincinnati giant \$10 million.

The situation has its note of irony: Colgate with its Vel bar was the innovator in the field; but, as often happens, the pioneer runs ahead of the public fancy.

Significance of this latest struggle for supremacy among the soap giants to advertising: Millions of fresh dollars.

For other news coverage in this issue, see Newsmaker of the Week, page 5; Spot Buys, page 54; News and Idea Wrap-Up, page 56; Washington Week, page 51; SPONSOR Hears, page 52; Tv and Radio Newsmakers, page 66; and Film-Scope, page 49.









KEX Portland, Ore.

WIND Chicago

WBZ Boston - MAG

WOWO Fort Wayne

Tri remita 1904 112 • Camedon 196 11



**KDKA Pittsburgh** 





**KYW** Cleveland

Detergent "A"

tonight

is moving well



KYW-TV Cleveland





What makes eleven firsts?





WJZ-TV Baltimore

The second secon

KPIX San Francisco

Fig. a few conducting control above the few conductions of the conduction of the con

WBZ-TV Boston

Ratings. Sales. Showmanship. A community's belief in a station. The people behind the mikes and the cameras. The people behind the desks. These are some of the reasons why Westinghouse Broadcasting Company stations are leaders in their markets. Beyond these, and basic to the operation of each station, is the WBC business creed; a point of view and a policy on:

LOCAL OPERATION ... to assure intimate knowledge of local tastes and problems so that programming can best serve local needs. GROUP ASSISTANCE... to maintain high creative standards through the inter-change of ideas among the stations and the corporate staff of broadcasting specialists. COMMUNITY LEADERSHIP ... to participate actively and effectively in civic affairs. PUBLIC SERVICE ... to develop the same creative attention and showmanship to public service as required for all programming. FAIR COMPETITION ... to sell aggressively, offering fair and identical terms — as published — to everybody, guaranteeing the quality and integrity of our product to all advertisers.

In short...a continued dedication by management, staff and talent to advancing the techniques and standards of broadcasting as dynamic instruments for educating, entertaining and selling. Broadcasting is most effective on stations that have earned the respect and confidence of the communities they serve.

**Westinghouse Broadcasting Company, Inc.** 



# 10,000 POWERFUL WATTS

reaching 5,500,000 people...
at an AMAZINGLY LOW, LOW
COST-PER-THOUSAND!

DELIVERS THE
2nd LARGEST MARKET
IN NEW YORK STATE...
GREATER LONG ISLAND
(NASSAU-SUFFOLK)

INCOME \$4,138,212,000

"PULSE" proves WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET.



Represented by Gill-Perna



### Timebuyers at work

Lydia Reeve, media supervisor for Foote, Cone & Belding, Los Angeles, thinks station representatives should attempt to know the accounts they solicit as well as they know the stations they represent. "It's perhaps audacious to suggest that the reps be more intelligent in their approach to accounts," Lydia says, "but today, with time

as valuable as it is, the representative who couples his pitch with knowledge of the account stands a better chance of being heard—and being bought. There is, of course, equal responsibility on the shoulders of the media person involved. A part of the media buyer's job is to help provide this knowledge of the agency's accounts and reasons behind the media selection. But the task goes much deeper than picking the brains of the media per-



sonnel. Maybe the crux of the problem is the lack of understanding of the various media forms and what each delivers—this includes the broadcast field as well. Mass audience and low cost-per-1,000 is not be be-all and end-all of media buving—nor of media representation."

Roy Garn, Roy Garn Co., New York, feels that timebuyers' schedules are often more effective than the commercial message they are placing and it is a difficult problem to overcome. "Too many commercials are examples of sponsors talking to themselves rather than the customer," Roy says. "The difference between trying to sell and



selling successfully is the right emotional appeal. This appeal is the emotional tie-in between subject and audience—the real reason why people listen. Today, products are essentially the same. They compete for the right to do one thing—enter the listener's mind. This mind—individually and collective ly—is preoccupied. To break this preoccupation, it is important to uncover the listener's emotional needs. This is an essential of a

successful campaign." In this area, Roy Garn has developed an Emotional Appeal Technique underscoring the basic appeals of succussful advertising. "All advertising functions are interdependent," Roy says. "Both commercial and schedule must be equally effective."

On January 1, 1959 these WOR radio newscasters will inaugurate another year as New York's most popular news team...



Henry Gladstone

John Wingate



Prescott Robinson

Harry Hennessey

Westbrook Van Voorhis

John Scott



They were re-elected on **ELECTION NIGHT 1958 when...** 

#### **46% MORE LISTENERS TUNED TO WOR RADIO THAN TO ANY OTHER** RADIO STATION IN NEW YORK

In reality these results reflected an overwhelming vote of confidence for the performance of WOR newscasters throughout 1958...a performance that makes WOR radio the most popular news voice in New York, week after week and year after year. It is one of the important reasons why WOR radio is elected and re-elected by more advertisers than any other station in New York,

**WOR Radio 710** fm 98.7



## CHAMPIONS

# Leads the TV IN RATINGS AND

#### Latest 1958 ratings in 30 typical cities

Cincinnati, Ohio WKRC-TV-16.3 Detroit, Mich. WXYZ-TV-13.3 Ock Island, III. WHBF-TV-27.5 Chicago, III. WGN-TV-10.0 Charlotte, N.C. WSOC-TV-13.3 Cleveland, Ohio WEWS-16.5

Duluth, Minn. WDSM-TV-18.4 Kansas City, Mo. KCMO-TV-17.9 Knoxville, Tenn. WATE-TV-18.1 Lubbock, Tex. KDUB-TV-15.5 Milwaukee, Wis. WTMJ-TV-15.2 Minneapolis, Minn. WCCO-TV-12.7 New Orleans, La. WDSU-TV-11.5

Indianapolis, Ind.
WFBM-TV-11.9
San Antonio, Tex.
KONO-TV-15.9
Rochester, N.Y.
WROC-TV-25.0
Buffalo, N.Y.
Beltimore, Md.
WMAR-TV-17.8
Dayton, Ohio
WHIO-TV-21.5
Pittsburgh, Pa.
WIC-11.0
Wichita, Kansas
KAKE-TV-16.4

Grand Rapids, Mich. WOOD-TV-19.8 Louisville, K19.3 Seattle, Wash. KOMO-TV-16.1 Binghamton, N.Y. WNBF-TV-20.9 Tulsa, Olla. KOTV-14.2 Spokane, Wash. KREM-TV-13.5 Memphis, Tenn. WHBQ-TV-14.4 Boston, Mass. WNAC-TV-9.0 Portland, Ore. KETV-12.3



is mostly slotted in fringe time periods

#### ALREADY SOLD IN 155 MARKETS

If yours is still open, here is a series that will do a great job of "taking over" your vacated football period.

The only TV Bowling Show sanctioned by American Bowling Congress

# BOWLING

### Sports Parade COST-PER-THOUSAND

\*Average cost per 1,000 homes \$1.70 per commercial minute

\*Average cost per 1,000 viewers per commercial minute

\*Based on 30 typical markets presented on the left.

#### Championship Bowling has the Top Bowling Stars

26 brand-new hour shows!

The only complete bowling show in America with three entire games-nothing condensed or cut.

#### WALTER SCHWIMMER, INC.

CHICAGO

MAIN OFFICE • 75 E. Wacker Drive FRanklin 2-4392

NEW YORK . 527 Madison Ave.

ELdorado 5-4616

FREE FOR ASKING



You're headed in the right direction with Plough, Inc., Stations!





#### IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bu-
- Serving the RICHEST farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of 3/4 million people and two million cows.

WEAU-TV Eau Claire,
Wisconsin

See your Hollingbery Man in Minneapolis, see Bill Hurley



### 49th and Madison

#### Column switch

The excellent review of Videotown 11 contained one important typographical error. Most people will not realize the mistake, but I think it might be well to correct it.

On the bottom half of the table on page 38 of the November 22nd issue of SPONSOR—average viewing by housewives in the afternoon and evening should be reversed both for 1957 and 1958. The correct fagures are:

1958 1957 Afternoon 2.90 1.86 Evening 16.05 13.98

There was one other slight error on page 39 in the next to last paragraph "weekly viewing totals for the average resident" broken down as follows.

"Two hours in the mornings." Apparently our percent was rounded off—it would have been more nearly correct to say 1½ hours in the morning. The actual figure is 1.59.

It was a very excellent job of reporting.

Gerald W. Tasker v.p., dir. of res. Cunningham & Walsh New York

#### Independent vs. network radio

The time has come for us happy independents to stop laughing at the once-mighty radio networks. There is now soher reflection about the actual survival of our once-mighty competitors, and we should feel no compulsion to kick them while they're down, even though they once kicked us!

CBS Radio doesn't play the Top 40 on the net, but still, CBS Radio's daytime serials, audience-participations, and skimmed-over newscasts must be in fact equated with the Top 40 and general razzle-dazzle of local radio: both are aimed primarily at the same general audience level. . . .

"Egghead" is, perhaps, a dirty word in broadcasting, outside a narrow FM circle; yet when one thinks of the millions of Americans who ardently wish to add to their store of knowledge who don't feel that the smattering of ignorance they received in high school or college constitutes the sum total of learning—one can only conclude that here is a market of gigantic proportions, better-than-average buying power with loyal devotion to any medium and its advertisers who jointly fulfill its needs: a market, too, almost totally un-served by air media.

If the networks can tear themselves away from competing for mass audiences and leave the carnival-midway caper to local radio and network and spot TV, along with the food, soap, drug and cigarette budgets and the rest of the top two hundred spenders, and then develop unique and better-grade programming, sold imaginatively to perhaps an entirely new set of advertisers, then the networks will have no more trouble with prestige or finances.

Radio in the Space Age should stretch broad enough to cover more than Elvis Presley and Art Linkletter put together, but only network radio could float anything as revolutionary as Radio For People Who Think, and make it a success.

Here, perhaps, is what the radio networks can be good for; they must be good for something!

Ed McKay mgr., WROM Rome, Georgia

 Sound off if you agree or don't agree, with these comments. SPONSOR likes to hear from its readers.

#### Farm basics

We have taken the liberty of showing sponson's 7th ANNUAL FARM RA-DIO BASICS to a few of our many farm show clients. The response was immediate and demanding. Demanding because they all insisted on receiving copies for future reference.

Would appreciate your sending twelve copies (or reprints) of one of the greatest services that farm broadcasters have ever received.

sponsor . . . a great industry magazine!

> Gil Thomas gen. and sales mgr., WFYC Alma. Mich.



### YOU MAY NEVER RUN A RECORD MILE\*\_

| 5PRING, 1958 |         |         |           |         |  |  |
|--------------|---------|---------|-----------|---------|--|--|
| STATION      | DAY     | TIME    | NIGHTTIME |         |  |  |
| JIATION      | DAILY   | WEEKLY  | DAILY     | WEEKLY  |  |  |
| WKZO-TV      | 265,990 | 390,330 | 386,280   | 472,250 |  |  |
| Station 'B'  | 202,190 | 314,950 | 304,780   | 384,570 |  |  |
| Station 'C'  | 152,910 | 264,330 | 222,400   | 349,890 |  |  |

NCS No. 3 CIRCULATION

#### BUT... WKZO-TV Will Put You On The Right Track In Kalamazoo-Grand Rapids!

NCS No. 3 shows that WKZO-TV runs a far better race in Kalamazoo-Grand Rapids and Greater Western Michigan than any other station - 606,780 television homes, 34 counties in Western Michigan and Northern Indiana.

In fact, WKZO-TV gives you more homes monthly, weekly and daily than any other Michigan station outside of Detroit!

And remember that by adding WWTV, Cadillac, to your WKZO-TV schedule you'll get all the rest of Michigan worth having!

\*Herb Elliott, 20-year-old Australian, set the new world's record of 3 minutes, 54.5 seconds on August 6, 1958.



#### The Fetzer Stations

Studios in Both Kalamazoo and Grand Rapids For Greater Western Michigan Avery-Knodel, Inc., Exclusive National Representatives



\*Nation's 16th television market-Television Magazine TV set count-July, 1958

# '58 SPOT RADIO STARTED STRONG—BUT SAGS NOW

While spot radio time sales are up for the first nine months of this year, third quarter figures are down slightly and the last quarter is expected to show a greater decline. Figures above are in millions of dollars. Data through 1956 comes from FCC: 1957 figures and nine-month total 1958 are Station Repr. Assa, estimates,

#### A'problem-beset medium fights back

- Spot radio is challenged by a dip in billings, which are down 4% from last year during this year's third quarter
- SRA organizing to help smaller markets attract more money while RAB executives will shoot for key accounts

Spot radio, a tempest-tossed medium in 1958, is girding itself to do battle for a larger share of the advertising pie in 1959.

Some of the hardest selling in the medium's three decades of history can be expected next year. Leading the selling forces will be the Station Representatives Association and the Radio Advertising Bureau. Though RAB

pushes all forms of radio, its plans for a stronger national push in 1959 is expected to redound primarily to spot radio's benefit.

Certainly the medium, despite its problems, was never in a better position to sell itself. New creative uses for spot and new research have put selling muscle where there wasn't any before. The over-all dimensions of the medium, particularly its out-of-home potential, are at a peak. The marketby-market concept, as practiced by national advertisers under the pressures of the marketing revolution, have honed media buying tactics to a fine edge and brought scores of new clients into spot radio.

\$136.6

Certainly, too, the medium faces a fixful of new problems. The push for larger billings comes against a background of a dip in spot radio dollars during the second half of 1958, the first drop since spot's renaissance in 1956. SRA figures show time sales for the third quarter of this year at 843, 085,000, compared to 8+1,629,000 during the corresponding quarter of 1957, ing the corresponding quarter of 1957.

During the fourth quarter, the picture became even darker and while some reps saw the possibility of a pickup in early 1959, the signs were vague. Stations and reps drew what consolation they could from SRA figures for the first nine months of 1958—8130.639,000 in time sales compared to \$131,397,000 during the corresponding period in 1957—and cheered each other with the thought that the worst that could happen would be for 1958 to end up as the second best year in spot radio history.

Other problems include keen competition for client dollars from network radio and spot tv, the alarming extent of national spot buying at local rates, the lack of sustained advertising drives on spot radio and the concern over the declining share of billings going to the small. and medium-sized markets.

Some sources were saying that spot radio's biggest challenge was to improve the medium's "image." What this means is that the sellers of spot radio must convince the advertiser that (1) the medium can be a powerful primary force, rather than just a secondary, supplementary advertising device, that (2) spot radio is more than just a low cost-per-1,000, big-reach medium (as important as that is) but a medium with heavy sales punch and creative potential limited only by the imagination of its practitioners.

Behind the security of conference rooms, other sources were saying that the spot radio industry has gotten soft from too much prosperity, that certain quarters ought to get off their duffs and fight for business.

If that urging was necessary early last fall, it is not necessary now. Rep bigwigs in New York have recently held two meetings, the second one confined to top researchers, to lay plans for a unified drive to polish spot radio's temporarily-tarnished image and draw new dollars into the fold.

The first meeting, held during the week of 24 November, took place at the offices of the Blair rep firm. Dominating the discussion was the subject of how to divert more money to the non-top markets. It's been apparent for some time that the top markets have been getting the lion's share of the juicy spot radio business and this concentration of attention on the part of advertisers was intensified in 1958.

of advertisers was intensined in 1936. "If you're not in the top 50 markets," one rep remarked, "you're bound to have a hard time."

For a variety of reasons, a joint sales presentation on spot radio among the reps appears impractical at present. The burden of competitively selling spot radio as a medium will probably continue to be carried, as it has in the past, by a few of the bigger reps, among them Katz, Blair and PGW. There is a possibility, however, of a joint trade paper campaign.

It appears that heavy emphasis will be put on special research projects. Just what approach will be taken has not yet been worked out. As a matter of fact, the reps intend to pick the brains of a number of independent research practitioners—men like George Gallup, for example—to help them come up with the answer.

One tentative idea deals with a study of the amount of time people spend with radio compared to other media. The concept is something like the Sindlinger measurement, but on a refined basis.

To get the utmost attention among buyers to whatever research they come up with, the reps intend to get the cooperation of both the 4A's and ANA.

The emphasis on research by the reps is not an indication they feel research is the biggest hole in the spot radio medium, nor that the salvation of the medium depends on more facts. But they are aware the agencies are fact-conscious and, furthermore, hope to dramatize in some way that the amount of time people spend with radio entitle it to a bigger share of media money.

Radio is certainly equipped with more basic facts and figures about itself than it was, say, three years ago, when spot radio's fortunes were at their nadir but just before the medium took off like a rocket. Some of the most important contributions to this fact-and-figures pool have been supplied by the RAB.

For example, a buyer interested in marketing to a specific group can now find out the listening habits of a wide

#### SPOT RADIO RATE CHANGES SLIGHT, STUDY SHOWS

|                 |      | EARLY MORN.<br>ANN. COST® | DAYTIME<br>ANN. COST® | EVENING<br>ANN. COST® |
|-----------------|------|---------------------------|-----------------------|-----------------------|
| 1ST 50 MARKETS  | 1957 | \$1,935.91                | \$1,673.85            | \$1,526.23            |
|                 | 1958 | 1,962.94                  | 1,664.38              | 1,437.38              |
| 1ST 100 MARKETS | 1957 | 2,584.65                  | 2,249.16              | 2,061.88              |
| 201 200         | 1958 | 2,626.34                  | 2,243.19              | 1,943.04              |
| 1ST 150 MARKETS | 1957 | 3,007.34                  | 2,641.70              | 2,428.61              |
|                 | 1958 | 3.060.67                  | 2 634.29              | 2.272.25              |

Katz Agency study compares cost per announcement in December 1958 vs. 1957. Rates are for 13-week schedule of 12 minutes weekly on weekdays, include plans. Figures cover station in each market with largest daytime NCS #2 circulated Daytime costs cover rates in effect for most hours between 9 a.m4 p.m.; nightime, for rates during most hours between 6-11 p.m. Not indicated, say ad men, is fact unavailability of plans in some cases in 1958 pushed up cost of spot radio

<sup>\*</sup>Also late afternoon cost.

#### EDITORIAL

#### HOW TO LICK SPOT RADIO'S NO. 1 PROBLEM

T WAS widely predicted early in the year that national spot radio billings, estimated at \$185 million in 1957, would climb at least 10% higher in 1958. Far from being realized, spot radio could close out the year behind 1957—and with little prospect that things will get better soon—although local radio is enjoying its best business ever.

Spot radio is in a dull state because big national advertisers, like the soaps, are regarding it as a secondary medium. And that's a sorry designation for a system backed by so many stations (3,300) so many sets in working order (142,000,000) so many homes (about 98%) and so many outstanding ad successes that no other method of communication can match its day-by-day ability to reach practically every man, woman, and child.

The lack of enthusiasm for spot radio is even more surprising when you note that today's big advertiser is wedded to a market-by-market strategy in media evaluation. He carefully checks his market problems and market pressures as he buys. This technique favors the individual market media, including spot tv, spot radio, and newspapers. But of the three only spot tv is registering any noticeable gains.

Why are spot radio billings down? SPONSOR has dug into this problem and reports reasons expressed by agencies, advertisers, and station representatives in the accompanying article. Most of these reasons deal with cost-per-1,000, short-term purchases, increased to competition, network radio competition, expensive paper-work, rate card increases, and the like.

But as we see it the top reason why spot radio is an also-ran is more fundamental than any of these. Radio as a medium seldom excites the national advertiser, his field force, his jobbers, or his retail outlets. And that means that national spot radio (which bills nearly three times as much as network radio) doesn't excite the national advertiser. If it weren't for some two-fisted media men at advertising agencies who believe in spot radio's exceptional values, the flow of dollars into spot radio would be far less.

So what we're saying is that spot radio has everything a medium needs to zoom ahead except advertiser appeal and appreciation. The "corporate image" of radio, as seen by the big advertiser, does not prompt large-scale spot investments. Rectifying and rebuilding the image should be a prime target of the local spectrum of radio.

The RAB is not unaware of this situation. Nor is the SRA. These organizations are working together to speed up big advertiser appreciation and understanding of radio. Steps they are taking will be announced soon.

1959 should be a big year for spot radio as well as tv. SPONSOR plans a continuing editorial series designed to acquaint advertisers and agencies (as well as broadcasters) with the dimensions of spot radio, its shortcomings, its solid values, how to take advantage of them. We do this in the firm conviction that spot radio merits consideration as a basic advertising medium, and that the industry must wage a strong educational, promotional and selling battle to win radio spot its rightful place in the media picture.

variety of people. RAB has done studies on (1) housewives, (2) young homemakers, (3) married working women, (4) single working women, (5) teen-age girls, (6) young men, (7) skilled and semi-skilled laboring men, (8) high income family heads, (9) professional men, (10) Negroes, (11) farm families. For years the promotion bureau has been spewing out facts about radio's cumulative audience and is still doing so. In addition, there are RAB studies showing listening habits of users of certain products.

RAB's contribution to the spot radio push this coming year comes out of its proposal to put more steam behind national sales (both network and spot) in 1959. Certainly the most dramatic element of this is the so-called "120 Plan," under which RAB president Kevin Sweeney and general manager Jack Hardesty will personally assail the battlements of six score clients, all of whom use little or no radio and are logical candidates for substantial radio budgets. Of the group, perhaps a third could only use spot but about 85 to

90% would logically start their radio usage in spot. This is because the first step in using radio is usually to try it in a few markets.

The Sweeney-Hardesty operation will pay particular attention to the oil industry, some members of which already use radio. However, RAB considers the oil people logical prospects for heavy radio usage since there is a particularly effective way—auto radio, of course—to reach users of gasoline.

RAB's diagnosis of the current spot (Please turn to page 65)



Gagsters Rege Cordic (1) and Karl Hardman (monocle) show KDKA's Don Trageser, Dick Ross, ST&J's Les Stern proof of how . .

#### D. J. spoof creates new pale stale ale

- Olde Frothingslosh, which began as a radio gag, becomes a big sales specialty for Pittsburgh Brewing Co.
- Holiday volume now spread through six states; joke-inspired beer comes in special bottles sold in cases only

A product that once existed only in a disk jockey's imagination is now enjoying a brisk holiday sale for the fifth straight year. The demand created for Olde Frothingslosh beer illustrates why some admen are beginning to let the listener create his own mental "video" after being stimulated by the hi-jinks of the announcer. At any rate, this is a case where the d.j.-inspired image actually was "transferred" into the creation of a product.

It all began with the reverse selling psychology of KDKA's (Pittsburgh) morning man Rege Cordic. Advertisers spending spot money in that area seem to cotton to his product inventions spoofing their own or competitor's ad techniques.

When Olde Frothingslosh turned up

as a spoof on his show, Cordic's beer advertisers (Pittsburgh Brewing, Duquesne, Fort Pitt) braced themselves as they heard their pet copy points topple one by one. Claimed for Old Frothingslosh: 1) Backwards water, obtained when Sir Reginald Frothingslosh built his brewery at Upper-Crudney-on-the-Thames where the water flows backwards; 2) Lively hops from the little known African province of Hippity (hence the trade name, Hippity Hops); and 3) Such lightness that the foam is on the bottom. (Beers in Pittsburgh, says Cordic, make a big thing of lightness.)

Soon inquiries started reaching the studio about the availability of this amazingly light beer. Mail response on Olde Frothingslosh asked for more details on how the foam was kept on the bottom. Cordic obliged, inventing an entire manufacturing process, enlarging claims, building a corporate image around Sir Reginald (Cordic's sidekick, Karl Hardman).

Came Christmas, 1954. Pittsburgh Brewing Co. (which markets Iron City lager and Tech pilsner) requested permission to package a very limited amount of Olde Frothingslosh for its Christmas gifting. Actually, a "Frothingslosh" label was slapped on a bottle of the company's Tech pilsner for the occasion.

By Christmas 1955, public "demand" for Olde Frothingslosh had grown to the point where the company carried the idea a long step farther: A small amount of Tech was marketed in Pittsburgh with an Olde Frothingslosh label and promoted on Cordic's show as well as in other radio advertising for three weeks prior to Christmas.

Since matters now were getting beyond the laugh class, it was necessary to make it quite clear that the beer actually was for sale. Cordic and Les Stern, radio head of Smith, Taylor & Jenkins recalls those first attempts to transfer the Olde Frothingslosh's Jenkins of Pittsburgh worked out a 50-50 balance between gag commercials and with the usual spoofs and "light sell" commercials, which pointed out that 1) the beer would make a good party item, 2) was available at local dealers, and 3) could be purchased only by the case.

(Incidentally, the difficulty of separating fact from fiction popped up occasionally. While the gag commercials talked about the foam on the bottom, the "light sell" copy had to point out that this wasn't really the case after several dealers complained that customers were disappointed.)

Olde Frothingslosh commercials recorded by Cordic and his crew (Karl Hardman and Bob Trow) were integrated with Pittsburgh Brewing's other advertising (for Iron City and Tech) on KDKA. Three out of the 15 spots in a Saturday package were devoted to Frothingslosh. The nightly newscast was tagged: "The news has been brought to you by Olde Frothingslosh, the pale stale ale with the foam on the bottom. In its saner moments, the Pittsburgh Brewing Co. also brews Iron City and Tech Beer."

The promotion resulted in a sell-out. After the holidays, Frothingslosh resumed its original role as a spoof on Cordic's show. But plans were being laid for its reappearance the following Christmas. Toward the end of the holiday spot schedule, listeners "fortunate enough to be possessors of an original Frothingslosh label" were urged to save this "trare collectors' item" as the label would be changed next Christmas (a device to maintain interest).

Cordic recorded spots (again with a 500 balance between "gag" and "light sell") which were placed on "personality" shows on the 54 stations Pittsburgh Brewing normally uses. The personalities were supplied with facts about Olde Frothingslosh so they could add their own comments to Cordic's. As in Pittsburgh, Frothingslosh got about one-fifth emphasis in the 20-spotper-week average on these stations (chain breaks and 60s).

Pittsburgh Brewing's entire budget is split about evenly between radio and television, so tv was also slated for Olde Frothingslosh at Christmas '56. The tv department of Smith, Taylor &

(Please turn to page 63)

#### 370 MORE FOR PARTI-DAY



#### SALES BOX SCORE

| Oct. 16-31 | 580  | cases |
|------------|------|-------|
| Nov. 1-15  | 1450 | cases |
| Nov. 15-30 | 370  | cases |

Shipments to wholesalers in 80-mile area around Green Bay, Wis. Area beginning start of daytime tv test

First definite evidence of the power of daytime tv to move Parti-Day Toppings at the consumer level comes this week from Otto L. Kuehn Co., Parti-Day's Wisconsin Brokers (see telegram below).

Up to now the Green Bay test had showed conclusively that Parti-Day's 10 one-minute spots weekly schedule over WBAY-TV, Green Bay was a potent factor in securing distribution in the 1,500 grocery, chain and supermarket outlets in the 80-mile marketing area around Green Bay.

During the first month of the schedule (15 October to 15 November) Parti-Day shipments to wholesalers in the territory totaled 2,030 cases, most of them going to fill up the distribution pipelines.

This week, Marvin Bower of Otto L. Kuehn reports on the consumer effects of the radio drive. The 370 cases shipped into Green Bay and surrounding distribution points all reflect consumer demand.

Before the tv test started the average 15-day sales of Parti-Day in this area were 262 cases so the first immediate result of the test is approximately a 45% increase in consumer movement.

Meanwhile sales in the Milwaukee market seem to have flattened out. Parti-Day is not advertising in this territory at present. Milwaukee figures for the comparable periods show, 15 October-31 October: 362 cases. 1 November-16 November: 734 cases. 15 November-1 December: 395 cases. As Bower points out, an estimated 20% of these are bought through Milwaukee for shipment to the Green Bay Area.

The test in a nutshell: Product: Parti-Day Desert Toppings. Test area: 80-mile area around Green Bay, Wisconsin. Media used: Day tv only. Schedule: 10 one-minute spots weekly for 26 weeks. Commercials: live only. Budget: \$9,980.

#### Telefur

#### WESTERN UNION



Z142CC PD FAX BER YORK BY 4 333PME

JOHN MCMILLIN

PARTI-DAY SALES FIGURES FOR GREEN BAY AREA BOYEMBER 16 THROUGH BOYEMBER 30 DHOW 370 CASES SHIPPED TO WHOLE-SALERS, THESE ALL REPRESENT RE-ORDERS BOT HEW ACCOUNTS, 80 CONSUMER EFFECT OF TY SCHEDULE IS BEING FLIT. IN SAME PERIOD PARTI-BAY SALES IM MILEPAURE 395 CASES. BELIK YE AT LEAST 205 OF THESE ARE BEING SHIPPED INTO GREEN BAY TERRIFORY. NO PARTI-DAY ADVERTISING AT PRESENT IN MILEPAURE SHIPPED HAT PRESENT IN MILEPAURE SHIPPED THE PRESENT IN MILEPAURE SHIPPED THE SHIPPED S

OTTO L RUENN CO M W BOVER

#### CBS TV drops its 'must buy' policy-

- Network eliminates Basic Required List, substitutes dollar volume floor, and minimum number of stations
- Agencies predict revisions in present net schedules plus new interest by beer, oil and regional advertisers

This week, CBS TV announced it will discard its "must buy" policy on 1 March, replacing it with station-buy requirements based on minimum dollars and minimum number of stations (see box helow).

The news sent many an ad manager and agency man digging into the files for a reexamination of his network line-up. Object: to compare present "must buy" station lists against distribution patterns, marketing strategy, costs, and regional sales reports.

NBC TV is reviewing its "must buy" policy at the moment, but didn't have to dig into the files for it. "We've been looking at it for the past two years."

says Walter Scott, NBC TV vice president in charge of national network

Behind the CBS TV move, industry leaders see the following motivations:

• Governmental pressure. The "must buy" practice has been a major target of Roscoe Barrow and his FCC Network Study Staff, Emanuel Celler and the House Antitrust Subcommittee, Kenneth Cox and the Senate Commerce Committee. For more than two years, "must buy," along with other network policies, has been under federal guns; now perhaps CBS TV has decided to retreat in one area and concentrate on defending its other positions.

- Drive to tv flexibility. In its 2 August issue, spoNoso Called attention to a trend ("Network tv's silent revolution") in which a buyers' market is forcing greater advertising flexibility upon the networks. This flexibility upon the networks. This flexibility is being achieved through discounts, incentives, more short term avails, lower cost C time, packages, expanded day-time programing. Certainly the dropping of "must buy" is a big step on the road to flexibility.
- Post-recession reaction. To some observers the CBS TV action is less a bow to flexibility than it is a "taking off the coat" before a Donneybrook. Now that business is picking up, they foresee a big battle for advertising dollars not only between the nets but between the nets and all other media.
- ABC TV's new position. There is no longer any doubt about "a third network." The aggressive sales and programing policies of ABC TV have signaled the other two nest shat here is a force to be reckoned with, and its policies do not include "must buy." CBS TV apparently has decided to give advertisers a similar break and let them pick stations.

Whatever wind has blown CBS TV onto this week's course, the eye of the storm for admen remains, "What are the rules and how will they affect us?"

The rules are expected to include:

- Minimum dollar purchase.
   Minimum number of station
- Minimum number of stations.
  Geographical distribution of sta-
- tions to show buy as truly nation-wide.

  The ABC TV minimum buy set-up

now in effect requires sponsors to purchase stations whose aggregate Class "A" hour time is worth \$66,000, the sponsor specifying the stations.

So what do the new ground rules mean to advertisers? They mean savings, flexibility and also problems.

To the major national advertisers with regional distribution, they may mean savings and efficiency. To the advertiser with actual national product distribution, it may mean next to nothing in the matter of change.

"As an advertiser with special marketing and distribution patterns," says the advertising head of a major food manufacturer, "we welcome this chance to build our own 'network.'"

Building its "own network" could

#### MINIMUM BUYING RULES AT THE TELEVISION NETWORKS

- CBS (at present) Advertisers now using the CBS TV network have had to take the Basic Required List of 60 stations as a minimum requirement. Gross cost of these 60 required stations for an evening half hour—\$50,355.
- CBS (Effective March 1) Advertisers may choose any stations they wish from CBS TV basic and optional groups, but must satisfy new minimum dollar volume and station requirements.
- NBC TV. Advertisers now using the NBC TV network are required to take the Basic Interconnected Group of 57 stations, as a minimum requirement. Gross cost of these stations for evening half hour—\$50,335.
- ABC TV. Advertisers using ABC TV are not required to take any specific stations on the ABC list but must enter an initial order of at least \$39,600 gross for an evening half hour.

#### ere's what revision means

save such an advertiser a dollar expenditure running to six figures, which is what it now spends for cut-ins within those markets where it now has no distribution for the product line it advertises nationally.

Thus the dropping of "must buy" could be a big spur to the large national advertisers whose distribution is really regional. Among these are multi-brand food manufacturers, oil and gasoline sponsors, beers and soft drinks, dairies and ice creams, clothing and textiles.

It is strange in a way that tv is just about the only medium plagued by this special situation, Back in 1956, Dr. Frank Stanton, president of CBS, before the Antitrust Subcommittee hearings, expressed it: "It is no more sensible to permit an advertiser who wants to use network television to choose a few scattered markets and reject a substantial part of the network than it is to say that an advertiser who buys space in Life or Saturday Evening Post must be permitted to reject the advertisement in those copies of the magazine distributed in Los Angeles, Louisville or Kalamazoo.

"To let an advertiser," Stanton continued, "pick and choose a few scattered stations would make network operations, geared for activity on a far larger scale, uneconomic."

A client advertising executive voiced this same opinion to SPONSOR. "We never think much about our distribution problems when we buy magazine media, but somehow with tv it has become important. Maybe it's because of ty's impact on the audience. At any rate, we've tried advertising on network "must buy" line ups products which are not sold in some of the markets. The results have been in one way an encouraging testimonial for tv, in another way, a terrific headache. Stations in those markets have reported their phone switchboards lit up like a Christmas tree from viewers who couldn't find the advertised product in the stores. Retailers and distributors in those areas have been beleaguered, and at our home office we're gotten all kinds of mail. Rather than put up with this, we've resorted to expensive cutins."

(Please turn to page 63)

#### AGENCY-ADVERTISER REACTIONS

ALTERNATE SPONSORS: "What happens to alternate tv sponsors who have worked out a mutually satisfactory station lineup based on network "must buy" requirements—and their cross-plugs, Since cross-plugs, which have become so valuable, are a station-bystation-bonus, what about the case where sponsors don't agree on markets that up until now have been picked for them by the net?"

RESPONSIBILITY: "This move by CBS TV actually takes the burden of performance from the network and places it on both individual affiliate stations and on the agencies and advertisers. Stations must prove they deserve to be in our lineup; we, in turn, can no longer justify a weak market because the net forced us to buy it."

EARTHSHAKING? "It probably will make very little difference in station lists when advertisers start building their own networks. With few exceptions they'll be buying about the same CBS stations."

CLEARANCES: "Under 'must buy' there was never a problem with clearances; now we may be faced with the clearing problem."

FLEXIBILITY: "We welcome any move that makes network more flexible in tailoring a station pattern to meet our client's marketing objectives—with the obvious qualification that such a change does not penalize the advertiser in terms of discount structure or in increased total dollar requirement for discounts."

TREND? "Let's hope it sets a trend. I've always considered 'must buy' as antiquated. I don't see how NBC TV can avoid following."

SPOT TV: "We've got areas in our present network buys that we don't think are delivering what they should. If 'must buy' is dropped, we might welcome the chance to go into such regions with a spot campaign instead; we try to stay with the same medium."

MORE ON SPOT: "I don't see where CBS TV dropping its 'must buy' will have any effect on spot business. The net will undoubtedly still call for a 'satisfactory' buy before delivering a lineup, and the chances of an advertiser saying, 'I want everything but the Northeast and the Southwest' will hardly qualify them for a show."

CUTINS: "At present, we're spending in six figures for local cutins in those markets where we have no distribution for the product we advertise nationally on network v. If we can spend our money in the markets where it should be spent, it should save us money. The greatest effect of the CBS move will be upon the strategy of advertisers who have areas of no distribution."



Local radio ty personalities for Borden markets are reviewed at Product Group Meeting. (1 to r) Ken Thoren, commercial copy writer: Bill Whitman, commercial copy supervisor: Jack Thorp, account executive: Jean Taylor, Local Service: Charles Webb, merchandising: Paul Theriault, Local Service. Standing at board, Bob Kowalski, media buyer, George Bippy, v.p. and contact supervisor, close in for more details

#### Y&R digs for facts "beyond ratings"

- Agency's Local Service Unit travels more than 100,000 miles a year for depth data of radio/tv stations, markets
- Provides Y&R executives and clients with specialized programing knowledge for all their localized campaigns

This week the head of Y&R's Local Service Unit returned to New York after traveling 26,395 miles and visiting 231 radio stations in 62 cities. This unit services all Y&R radio (ty clients at the local level and members of the unit each average 30,000 miles travel a year in order to maintain constant personal contact with the field.

Founded in 1955 as a branch of the Radio Tv Dept., Local Service is a striking example of the mounting interest of major agencies and their clients in the "facts beyond the ratings" as applied to spot tv and radio. The growing popularity of local tv and radio has caused many an agency to send men into the field in search of these "beyond rating" facts for a few accounts. Here, at Y&R, however, these

activities have been formalized into a single department, with its information and services available to all clients.

Jean Taylor, supervisor of the Local Service Unit says: "We are not concerned primarily with statistics but with personal knowledge. Personal, first-hand knowledge of the markets. stations, talent, facilities, and so on," To get this, Jean and her assistant, Paul Theriault, have called on over 600 radio and tv stations during the past three years. The information gained in personal visits is supplemented by very detailed questionnaires filled out by the stations. This information is then placed in a permanent master evaluation file which offers comprehensive information on every phase of the station's facilities, programing, production and merchandising services. The information is kept up to date by a steady flow of material from the stations and the representatives, as well as by the field reports prepared by the unit itself. The entire file is available to all the agency's product group, media, research and radio ty personnel.

Beyond supplying the agency with an enormous amount of compiled information, the Local Service Unit make its specialized knowledge and experience available through personal attendance at meetings in the agency. It is able to advise in campaign planning in relation to local markets, to help personalize and adapt copy to local conditions, evaluate the use of personalities and offer valuable suggestions on any other point where first hand information might be the deciding factor.

In a typical Y&R Product Group meeting, there may be discussion of local broadcast media in a group of markets. Budget and markets having been decided on, the relevant merits of syndicated films, spot adjacencies, participations and local live shows remain to be discussed. From its evaluation files, the Local Service Unit can produce complete information on the stations in each market. They can tell the Group how many markets on the list can deliver the types of property being considered, and opinions on the suitability of each to the particular problem. Similarly, in all succeeding discussion, the Unit is able to supply the on-the-spot particulars needed to solidify the over all broadcasting thinking, and help in the final decision as to what kind of programing is to be done.

At Media Department meetings, the Local Service Department also has its functions. At this later stage, when the larger decisions have been made and media is ready to buy for a certain starting date, the Local Service Unit's special first-hand, specific, detailed data can be especially valuable when getting down to specifics. Here, where the Media Department already has every other usually available media information at hand, the Local Service Unit's direct knowledge of every local situation can be of very great help. Which station, which property, which personality? Media can make the decision in light of this personal knowledge.

Helping guide agency thinking in the creation of more effective local campaigns for its clients is only the "home office" part of the Local Service Unit operation. In addition a very large amount of other work is done in the field, servicing the accounts on the local level.

A very mobile set-up permits this field work to proceed with speed and in almost any amount as needed. Jean Taylor and her assistant operate from New York as a center. On the West Coast, Fred Fredericks represents the Unit with an office in Hollywood. Other agency personnel, experienced in the operation, is used as needed. A system inaugurated by Local Service notifies each Y&R office of radio and television programs purchased by New York on stations in branch office cities. This alerts Detroit, Chicago, San Francisco, Hollywood and Los Angeles to local activity of interest and they monitor any programs called for.

Trips to the field are planned with great care. Since they may last anywhere from 3 to 14 weeks and may cover from 4,000 to 10,000 miles, clothing for almost any kind of weather is required in addition to such gear as cameras and transistor radios which are standard equipment.

#### THEY USE LOCAL RADIO | TV REPORTS



Y&R MEDIA BUYERS work closely with Local Service Unit before planning spot and participation schedules. Here Paul Theriault (center). Local Service representative, makes recommendations to Polly Langbort, asst. buyer, and Jim Scala, media buyer



Y&R ACCOUNT MEN are posted on changing programing and market conditions. Joe Scibetta, radio/tv acct. representative (I), and W. D. Thompson, v.p. and acct. supervisor on General Foods, examine report submitted by Theriault and Jean Taylor



YAR CLIENTS receive detailed information on local commercials and merchandising. (Ltor) George Dippy, v.p. and contact supervisor on Borden, Samuel Thompson, Borden v.p. for general advertising and merchandising and Jean Taylor of Local Service



Close contacts with stations and representatives are maintained by Local Service Unit. Here, Ray Jones, Y&R Spot Co-ordinator, and Jean Taylor, get new data on station programing from Jack de Lier, KWTV sales manager, Oklahoma City and Ted Page, of Edward Petry

Routes are decided upon when secondules and starting date are confirmed and cities, stations, days and hours are detailed. Transportation is worked out in consultation with Bill Rehn and his associates in the Y&R travel department. Station reps are notified of the route and Local Service hits the road.

On the road, they cover every Y&R product using broadcast media in each city. Besides visiting the scheduled stations they make it a point to visit all other stations in the area. Station promotion and merchandising is reviewed thoroughly with station personnel. Where local talent is used the Unit works with the talent to help improve commercials and orients the talent to the client's idea of how he wants things handled. Checks are made on competitive spotting, multiple spotting, competitive programs, competitive advertising. And the market is evaluated for changes since the last visit. The purpose: to give more strength and acceptance of the client's program and spot position.

A typical day in the field according to Jean Taylor goes about like this: Up at 6 a.m. to listen to the disk jock-eys before going to the first station. Discussion of programs with the station manager at 9 a.m., followed by calls at other radio and tv stations talking to station managers, sales managers, other station personnel, talent, etc. Back to the hotel after a long day, there are still reports to be written on the day's calls.

"Cameras and a transistor radio are part of the traveling equipment needed" says Jean. "Although nearly every hotel has tv, many hotels have either taken out the radio completely or if they have it, there is seldom a choice of more than two stations. The camera is used to take pictures of the personalities on the set, etc., which, in turn become part of the daily report.

Station liaison is most important to the efficient operation of Y&R's new department. Before every trip, station reps are notified that Local Service people will be in certain cities on certain days, and asked in turn to notify their stations. This advance notice facilitates setting up appointments, and is much appreciated by the stations. One station manager sums up what seems to be a general feeling: "I only wish that more of the media men in the advertising business hit the road as you do. They would then know that there is more to radio and tv than 'numbers.' I hope that with the information gathered on this three months' trip, you will come home with sufficient facts to spread this word."

Local Service sum-up reports include such details as: day and time of visits; station visited and its affiliation; times the spot was run; list of station personnelic contacted; background of personality doing spot, as well as how it was done and how effective it was in the opinion of LS; competition; and any suggestions on upgrading.

Y&R's Local Service Unit has continually expanded its activities. In addition to its basic evaluation file on stations and their activities, special information has now been assembled on further aspects of local operation including

- 1. Negro markets
- Local women's programs (cooking shows, service programs)
- 3. Market data (work shifts)
- 4. Station merchandising programs

- 5. Local station audience studies
- 6. Station brochures and promo-
- 7. New local program ideas and trends
- 8. Children's programs.

Services have also been expanded and the Local Service Unit has recently participated in numerous special advertising efforts such as

- Local station promotion of product to local salesmen
- 2. Local program for product
- Special promotion campaign for product in new market areas
- 4. Product promotion in Spanish speaking market
- Special television presentation to distributors.

The dynamo behind all this is a very small, very pretty lady with a large capacity for hard work. Jean Taylor, Local Service Unit Head, has had a long career in the broadcast media, having started as a child actress in radio at the age of 11. Jean had a program of her own in Detroit when Y&R hired her in 1947 as their Nancy Dixon for the Sanforized Division of Cluett Peabody. Later she was transferred to the New York Office of Y&R as producer of all Sanforized radio and typrograms.

The value Y&R clients put on the Local Service Unit's function in their local radio/tv activities is best told by the increasingly long list of clients and products who are serviced by the unit. As we noted before, the stations too, welcome the closer cooperation between themselves and the agency. Jean was tackling a mountain of mail when we talked to her the other day on her return from her last trip. She handed us a letter from a station manager as we talked, and we read: "In as much as Young & Rubicam is one of the few major agencies which pursues a policy of placing men in the markets being used by the agency, I feel congratulations are due to you and to the men who set the policy for the agency. While it is normally the duty and responsibility of the seller to go to the buyer, and this we of course periodically do through our representatives, I feel your placing men in the markets provides Young & Rubicam with advantages which can be secured in no other way." "There!" said Jean, "it's worth traveling 26,000 miles when you can find a letter like that waiting on your desk when you get home."

#### **LOOK WHO BUYS THE SPAGHETTI**

- ▼ La Rosa uses Tom Sawyer technique: gets kids to do
  job for them in crash program to broaden consumer base
- Contest featuring non-kid items on children's tv shows pulls 75,000 entries over six weeks in 10 states

Broadening a product's consumer base usually means a long process of consumer education. But here's how one advertiser—V. La Rosa & Sons is doing it on a crash basis by getting kids to work on adults for him.

This sponsor practically lifted a chapter out of "Tom Sawyer" in its current strategy for getting its Italian food products into wider circulation in its 10-state marketing area in the Northeastern U. S.

There's room on kids' tv shows to plug basically non-kid items such as spaghetti, reasoned marketing and advertising v.p. Vincent S. La Rosa. (Moreover, product protection is no headache if the product is non-kid.) All that remains is making the job of selling the parents attractive to the juveniles. So La Rosa turned to this Tom Sawyer strategy:

- · Create a sense of urgency.
- Associate it all with play.

A contest centering on La Rosa's trade-mark—a rose—was devised to link the brand name to something visual. Contest theme: Name the La Rosa rose. Entry fee: the cardboard rose from a box of any La Rosa product.

But this was an item that parents, in the last analysis, would be most involved in using. Hence, to involve parents in the contest, too, a 1959 Ford became grand prize. (A year's supply of spaghetti and macaroni was offered

Involving parents via kids was La Rosa strategy in ty contest. Candid pictures (such as below) snapped in supermarkets tested strategy

as an added bonus.)

Second prize: a miniature batteryoperated Thunderbird. Third prize: a Remco "treasure chest" of electronic toys. Then to provide winners for each area, every station personality involved would award 51 prizes: a "treasure chest" plus 50 "rocket guns."

To highlight the three prizes, a 60-second film was made for use on tv shows. In it, the parents get into a 1959 Ford, a boy gets into a miniature Thunderbird. After maneuvering around, they drive up to the "treasure chest." One problem that added spice to the film: the 1959 Ford had not yet been introduced when the contest kicked off (19 October), so the car was shooded with only slits so the driver could see out. After the car had been introduced, the film was still used with a slide showing the car's actual appearance.

The contest began on kid tv shows in eight markets with trade promotion pieces as well as grocery trade magazine advertising alerting the retailer.

CRosu

CR

In the first two weeks of the campaign, extensive monitoring was done to see how the personalities handled discussion of the grand prize. A la Tom Sawver, it was vital to make the winning of this car for Mom and Dad the most important thing the kids could do. Where it appeared that personalities needed added tools, they were given a series of photographs: silhouette of the Ford, pictures of the Thunderbird Ir. and treasure chest, in some cases an actual treasure chest. Later after this initial strengthening these tools were given to almost all the personalities doing the spots.

Since the rose could be taken from

per week. SPONSOR reported an early reaction to the contest in its kid tv show analysis (15 November 1958).

About 75,000 entries were received. While every entry represents a package, La Rosa ad manager James Tallon figures that he scores every return as six to eight packages sold. He inclines toward the higher figure because, he says, there's a difficulty in cutting a trade-mark off a package that's not involved in tearing off an end-flap. How many parents said, "Yes, yes, junior, we'll get around to it," is hard to estimate, according to Tallon, but he feels the percentage is high.

When the contest ended (with a

to half million spot tv figure which sproxsor estimates for the company in 1957 and \$180,000 estimated for the first three quarters of 1958. (70% of La Rosa's advertising budget goes into broadcast media—45% in tv, 25% in radio.)

In the interim between promotions, La Rosa will settle down to kiddie education. Again, "play" will be emphasized: nutritional benefits give added strength for excelling in competitive games.

La Rosa's broad advertising strategy goes beyond this particular use of tv, however. It covers:

1. Radio. The "La Rosa man" with his continental accent has been the company's spokesman in radio spots for several years. He promises a "kiss in the kitchen" to women who use La Rosa products. This year, he has been involved in dialogue situations to create a sympathetic feeling, highlights a wider range of products. He now sells: 1) canned spaghetti and meat balls, 2) spaghetti, meat sauce, grated cheese, 3) meat sauce, and 4) special macaroni shapes. Sample saturation schedules: 300 spots per week in New York, 254 in Boston, 88 in Providence, 50 in Portland, Maine.

2. Specific audiences. The economy factor of macaroni and spaghetti is stressed on Puerto Rican radio programs to win over this heavy cereal-consuming population. Italian radio also is used, but Italian-type programing has been trimmed over the years since La Rosa broadened its formats to include women's shows and a day-time dramatic series. Current spot schedule: 43 stations in 13 cities.

3. New products. Another sales stimulant has been the recent introduction of four lines of frozen Italian foods.

4. Other media. Magazines, newspapers and car cards (amounting to 30% of the advertising budget) support the radio and tv campaigns. Grocery trade publications back almost all efforts—radio, tv or print.

La Rosa's basic objective, of course, is to protect its position in an increasingly competitive situation. The Macaroni Association rates the company first among the top 20 macaroni and spaghetti companies. There are 250 in all—less than half of the number 10 years ago, an indication that the business is becoming much more competitive in nature.



75,000 entries surround (1 to r) Peter La Rosa, president of V. La Rosa & Sons, ad and marketing y.p. Vincent S. La Rosa, and ad manager James Tallon. Premium offer followed contest

any La Rosa dry packaged product, salesmen were instructed to push for larger displays featuring more "shapes" and varieties. (In all, there are 55 macaroni and spaghetti shapes). Trade promotion pieces pointed out that all this was backed up by La Rosa's normal saturation radio schedules.

As the contest progressed, salesmen reported increased shelf space with more varieties displayed. Initial reaction by the grocery trade led La Rosa to extend the contest to five markets which needed additional promotion. The final tally: 21 stations in 13 cities.

When running at full tilt, the conest averaged approximately 93 spots Polish-American boy the winner), a premium offer (a gyroscope) was immediately begun. Strategy: to give a lot of disappointed kids something they could "win." Again, the rose was the liquidator.

Tallon says the premium promotion appears to be as successful as the contest, judging by early returns. When it is over, La Rosa and its agency Hicks & Greist will evaluate the benefits of premium vs. contest and plan a balance between the two.

The strategy will be part of a continuous kid show schedule in the present 13 markets. Budget for this spot expenditure will doubtless top the close

#### The top 100 advertisers in spot tv

#### **THIRD QUARTER 1958**

|       | PRODUCTS             | EXPENDITURES |     | PRODUCTS               | EXPENDITURES |
|-------|----------------------|--------------|-----|------------------------|--------------|
| 1.    | PROCTER & GAMBLE     | \$ 8,336,200 | 51. | DRUG RESEARCH          | \$ 436,300   |
| 2.    | LEVER BROS           | 3,966,900    | 52. | EVERSHARP              | 432,000      |
| 3.    | ADELL CHEMICAL       | 3,291,600    | 53. | PIEL BROS              | 428,000      |
| 4.    | GENERAL FOODS        | 2.359.500    | 54. | M. J. B. CO            | 408,200      |
| 5.    | P. LORILLARD         | 2,308,400    | 55. | STOKLEY-VAN CAMP       | 400,700      |
| 6.    | CONTINENTAL BAKING   | 2,287,000    | 56. | J. A. FOLGER & CO      | 386,500      |
| 7.    | BROWN & WILLIAMSON   | 2,192,900    | 57. | STANDARD OF CALIF      | 386,200      |
| 8.    | COLGATE-PALMOLIVE    | 2,021,800    | 58. | P. BALLANTINE          | 380,000      |
| 9.    | AMERICAN HOME PRODS, | 1,991,300    | 59. | DR. PEPPER             | 377,400      |
| 10.   | MILES LABORATORIES   | 1,901,500    | 60. | BRISTOL-MYERS CO       | 376,800      |
| 11.   | CARTER PRODUCTS      | 1,869,300    | 61. | FELS & CO              | 376,000      |
| 12.   | WARNER-LAMBERT       | 1,623,400    | 62. | EX-LAX                 | 374,400      |
| 13.   | INTERNATIONAL LATEX  | 1,542,900    | 63. | ARMSTRONG RUBBER       | 373,900      |
| 14.   | TEXIZE CHEMICAL      | 1,277,600    | 64. | H. J. HEINZ CO         | 372,400      |
| 15.   | PHILIP MORRIS        | 1,139,800    | 65. | BURGERMEISTER          | 370,200      |
| 16.   | AMERICAN TOBACCO     | 960.200      | 66. | BLOCK DRUG             | 368,000      |
| 17.   | ROBERT HALL          | 916.400      | 67. | LIGGETT & MYERS        | 356,700      |
| 18.   | FOOD MFGRS., INC     | 916,300      | 68. | BORDEN CO              | 355,100      |
| 19.   | ANHEUSER-BUSCH       | 834,300      | 69. | HILLS BROS. COFFEE     | 353,400      |
| 20.   | GENERAL MILLS        | 830,800      | 70. | MARATHON CORP          | 351,200      |
| 21.   | SUN OIL              | 781,900      | 71. | BLATZ BREWING          | 349,100      |
| 22.   | WELCH GRAPE JUICE    | 766,800      | 72. | CARLING BREWING        | 341,000      |
| 23.   | STANDARD BRANDS      | 764,400      | 73. | EXQUISITE FORM         | 322,700      |
| 24.   | SHELL OIL            | 763,800      | 74. | AMERICAN CHICLE        | 321,600      |
| 25.   | PABST BREWING        | 753,500      | 75. | SALADA-SHIRRIFF-HORSEY | 311,800      |
| 26.   | PEPSI-COLA           | 724.900      | 76. | NATIONAL BREWING       | 304,100      |
| 27.   | COCA-COLA            | 674,200      | 77. | MAX FACTOR             | 299,100      |
| 28.   | R. J. REYNOLDS       | 646,900      | 78. | MAYBELLINE             | 298,800      |
| 29.   | CONT'L CAR-NA-VAR    | 622.700      | 79. | JACOB RUPPERT          | 294,500      |
| 30.   | S. C. JOHNSON        | 614,500      | 80. | PACIFIC TEL. & TEL     | 283,700      |
| 31.   | HAMM BREWING         | 601,200      | 81. | KELLOGG                | 282,600      |
| 32.   | B, T, BABBITT        | 573,100      | 82. | RAYCO MFG              | 279,100      |
| 33.   | WILLIAM WRIGLEY JR   | 550,300      | 82. | TIDY HOUSE PROD        | 279,100      |
| 34.   | SCHLITZ BREW,        | 540,100      | 83. | SAFEWAY STORES         | 271,200      |
| 35.   | STANDARD OF IND      | 535,400      | 84. | ATLANTIC REFINING      | 268,300      |
| 36.   | CHARLES ANTELL       | 532,800      | 85. | TAYLOR REED            | 265,700      |
| 37.   | NATIONAL BISCUIT     | 529,000      | 86. | ATLANTIS SALES         | 259,100      |
| 38.   | AVON PRODUCTS        | 522,100      | 87. | DUNCAN COFFEE          | 250,900      |
| 39.   | ANDREW JERGENS       | 515,200      | 88. | GEORGE WIEDEMANN       | 249,400      |
| 40.   | FALSTAFF BREWING     | 509,700      | 89. | KROGER CO              | 249,000      |
| 41.   | REVLON               | 506,800      | 90. | DUMAS-MILNER           | 246,500      |
| 42.   | ESSO STANDARD        | 495,800      | 91. | SCOTT PAPER            | 245,000      |
| 43.   | U. S. BORAX & CHEM   | 490,300      | 92. | CORNELL DRUG           | 244,600      |
| 44.   | STERLING DRUG        | 489,700      | 93. | GENERAL CIGAR          | 243,900      |
| 45.   | HAROLD F. RITCHIE    | 480,900      | 94. | AMERICAN BAKERIES      | 240,100      |
| 45.   | NORWICH PHARMACAL    | 467,100      | 95. | BLUE CROSS/SHIELD      | 236,100      |
| 47.   | CORN PRODUCTS        | 452,100      | 96. | PLANTERS               | 234,900      |
| - 48. | SCHAEFER BREW        | 449,100      | 97. | HOLSUM BAKING          | 233,900      |
| 49.   | PHILLIPS PETROLEUM   | 445,200      | 98. | JACKSON BREWING        | 231,000      |
| 50.   | GILLETTE             | 437,100      | 99. | A & P                  | 228,600      |
|       |                      |              |     |                        |              |

Source: LNA-BAR by TvB.

#### How to integrate your commercial

- Samuel Carter, veteran tv and radio creative man gives sound advice in forthcoming "Copy Writer's Guide"
- Warns against over-hasty integrations, suggests that advertisers study character of programs and product

From "The Copy Writer's Guide," edited by Elbrun Rochford French, and soon to be published by Harper & Bross, SPONSOR has obtained permission to preprint the following excepts from a chapter by Samuel Carter III, vice president and creative director of Lynn Baker agency.

From 1935 to 1947, Carter was with JWT on the West Coast, working primarily with Lux Radio Theatre, Tommy Dorsey and Gracie Fields. In 1947, he left JWT to write the Philo Tv Playhouse, first of the big tv dramatic shows, simultaneously served as MBC TV script consultant. In 1951, he went to SSC&B as vice president and tv writing supervisor. Five years later, in 1956, Carter moved to Lynn Baker, Inc. as v.p. and creative director for such accounts as Oukser Oals, F. W.

Woolworth, General Wine & Spirits, Hearst Corp. and Old Dutch Coffee.

Carter has authored many tv scripts on a free-lance basis, has had considerable fiction published in magazines.

Around 1936, the Barbour family of Sea Cliff, Calif., stepped out of their role as America's most institutional form of radio entertainment and into a commercial for Tender Leaf Tea. If this came as a shock to listeners, it came also as an inspiration to advertisers—that spread indiscriminately through the medium.

Dr. William L. Stidger, staid preacher of Boston, who delivered a daytime inspiritional talk to people over 40 in behalf of Standard brands, found that Fleischmann's Yeast was not contradictory to God. "Life is freighted with problems that make exacting demands upon our physical as well as spiritual health", said Doctor Stidger, "and the vitamins in one of nature's oldest foods, brewer's yeast, can help us meet those demands at the peak of our efficiency."

The integrated commercial had been born—and was never to die!

Advertising—let's face it—has always been covertly considered a form of showmanship. However much one may argue that consideration—pointing to the care in marketing evaluation, in product research, in behaviorism studies that precedes the preparation of an advertising message—the fact remains that getting attention and holding attention, generally in a dramatic fashion, is a prime requisite to advertising's success.

At no point in advertising's development has this alliance with showmanship been so pronounced as in television-simply, no doubt, because of the opportunity. True, other media have tried it-even print. We are all familiar with attempts to present advertising as editorial matter-to make reader ads appear as news columnsor picture spreads masquerade as articles in Life or Fortune. And you can go back even further to the daddy of them all: The early snake-oil salesman whose backdrop was the county fair, and whose attention-getter was the authentic Indian War Dance. But even that was distinctly on the local level, comparable to a dramatized window display in a department store today.

In contrast, television is of mass proportions. It is America's No. 1 show. And in the last 15 years advertising has become wedded to it. Unlike radio, which was certainly on the fringes of show business, tv has all the aspects of the theatre—a national stage for entertainment and promotion.

Naturally, then, an advertising message via this medium calls for some special consideration. How do they fit in? Where? What sort of commercial goes best with what sort of entertainment? How do both fit in with the product? And to what extent should the commercial be a part of the entertainment?

Begin with script in planning your commercials integration, says Samuel Carter (r) conferring here with Sanford Barnett, another JWT writer in days of Lux Radio Theatre





It isn't always easy (or right) to integrate; dramatic shows can be "off limits" for integrated commercials, but may be naturals for semi-integration. Here is a meeting on just this subject by (1 to r) William Keighly, Lux Theatre host; Joseph Cotten, Loretta Young, Sam Carter

In answer to the last question, the majority of commercials aren't a part of entertainment. They follow an old tradition: that of the asbestos curtain in the old-time local theatre which carried poster type advertisements for local business. Between acts the curtain was rung down; there were the ads. Today, in television that is pretty much the same policy. Ring the curtain down and give your message; no connection with the show.

This will undoubtedly continue to be a major policy in television advertising. Partly of necessity. Spot advertising—a major operation in tv today—almost precludes any form of integration. Participations, likewise—except where the host of a show is willing to lend his

name and personality to the commer-

But apart from these exceptions (big exceptions, too!) are we missing a bet in television if we don't integrate, whenever possible, in some way with the entertainment? I'd suggest that the answer is: Sometimes, yes. Always? No. When the Philco Television Playhouse crossed the air in 1948 it took a leaf from its radio-parent, the Lux Radio Theatre, and dropped its commercials neatly in between the acts. No lead-in. No blending. No relation. True, there was some attempt to avoid an emotional clash between the final scene of an act and the opening of a commercial-the death of Camille couldn't be too quickly followed by too strident a commercial—but for dramatic shows a safe rule could be: Keep them separate. The audience expects a break between acts and sequences they've been conditioned to it—they may (though never admitting it) welcome it, which is why we have comedy relief in the middle of high tragedy.

With this general exception, there are a variety of ways in which the television commercial can be fitted neatly into the entertainment pattern—But before committing ourselves to integration, let's ask:

Is it to the best interest of the advertiser? Is it wise to fit the selling message into the "landscape" of the show—or is it better to have it come

(Please turn to page 64)



#### VIDEOTAPE

This is the symbol of VIDEOTAPE CENTER

The new Videotape\* superlative Videotape

VIDEOTAPE CENTER

your very eyes!

OF CREATIVITY

VIDEOTAPE CENTER whenever you want **Videotape Productions** of New York, Inc. HOWARD S. MEIGHAN, Presi 205 West 58th Street

Phone: JUdson 2-3300



#### RADIO RESULTS

#### **TRAVELERS CHEQUES**

SPONSOR: The American Express Co. AGENCY: Direct

Capsule case history: The American Express Co., looking for new avenues in which to promote its current million dollar plus ad campaign for Travelers Cheques, sent vice president James Henderson scouting. During a tour of Central and South America, Henderson noted with interest the response there to a program called The American Business Bulletin, short-waved to Latin America by WRUL in New York, and sponsored by Merrill Lynch. Pierce, Fenner & Smith. Henderson, certain that WRUL was right up the American Express alley, convinced the company to buy a 13-week schedule on the program. Cost was \$1,050. Result: letters poured in from all over Central and South America, and sales were many times the cost of the schedule. American Express, satisfied that the campaign paid off, renewed for another 13 weeks of spots. This time, the jump in sales thoroughly convinced the advertiser of its value in the foreign market and a 52-week schedule was contracted for.

WRUL, New York Announcements

#### PAINT

SPONSOR: Sherwin-Williams Co.

AGENCY: Direct

Capsule case history: The local paint store outlet for Sherwin-Williams Co. in Rockford, Illinois, does not ordinarily use radio. However, this policy was relaxed for a special sale the store had. The store's general manager, Henry A. Clausen, had always been intrigued by radio, so he watched this campaign with extreme interest. His interest changed to amazement the first morning the announcements were aired by WROK. Starting before 8 a.m., a steady stream of shoppers started to pour through the store's doors, and continued unabated all day and throughout the sale period. Radio gets all the credit-WROK was the only facility or medium used to advertise the special sale. In addition, many customers volunteered information that they were impelled to buy by the announcements heard on the air "The results the store enjoyed from the radio advertising on WROK were splendid," commented Clausen. "I believe radio should be a regular part of our advertising program."

WROK, Rockford, Ill. Announcements

#### LIQUID ADHESIVE

SPONSOR: Stevenson Co.

AGENCY: Direct

Capsule case history: KMA, Omaha, received a 13-week order for one 60-second announcement per day from the Stevenson Co., New York, distributor for a liquid sealing fabric cement called Magic Thread. The cost was about \$80 per week. In two weeks, Hagic Thread did over \$1,200 in business, or better than \$100 a day. Charles Stevenson said: "Since Magic Thread is a mail-order item, with cash in advance, it is natural to expect a saturation point to be reached. That you have not reached it is evidenced by your sales of the past weeks." Now, nine months later, Magic Thread is still with KMA and still going strong. Stevenson, who has continually renewed KMA, reported: "During this period, we have used other advertising in the Midwest, but KMA has topped it by a wide margin. We've come to the conclusion that personalities at KMA are the major factor in selling the product." A new campaign begins this month.

KMA, Omaha, Neb.

Announcements

#### TRAVEL

SPONSOR: Province of Ontario

AGENCY: The F. H. Havhurst Co., Ltd.

Capsule case history: A Canadian province promoting vacations found that radio furnished the most leads at the lowest costs. The province of Ontario embarked on a multimarket radio campaign urging listeners to Vacation in Ontario. The schedule ran in 37 United States markets from 14 April through 30 May, 1958. Stations were used in major markets in Indiana, Illinois, Ohio, North Dakota, New York, Pennsylvania, Wisconsin, Michigan, Minnesota and West Virginia. The F. H. Hayhurst Co., Ltd., of Toronto, Canada, agency for the province, was extremely gratified with the results obtained by WSAN, Allentown. The station's costper-inquiry (57¢) was lowest in the Pennsylvania markets of Pittsburgh, Philadelphia, Erie, Wilkes-Barre and Allentown, although most radio stations in the campaign produced highly creditable results. The excellent response to Toronto's radio advertising has been copied by other agencies.

WSAN, Allentown, Pa. Announcements



FROM ALL OF US AT



#### How does your Company us

With the release of the new Nielsen Market Coverage Report, key agency, research and station people appraise its use in the market.

Harold Miller, associate media director, Benton & Bowles, New York

You must first have an understanding of what you mean by "coverage" in using NCS #3. There is no one single industry standard. The fact is, that coverage does mean different things to each of us.

To our timebuyers, coverage means an effective area in which the homes



Just one measurement method

not only can view a station—but actually do view that station on some regular basis

The NCS #3 survey, through the use of a mail ballot, personal interview, mechanical device or some combination of all three, has attempted to determine the proportion of homes who claimed to view each station with some degree of frequency. This coverage study developed data for each station showing the percent daily, the percent weekly and the percent four-week audience—both day and night. Furthermore, the study attempted to reveal how often each home viewed a station during a broadcast week.

From our agency's point of view, the Nielsen data had substantial value in giving to us comparable information for each station on the air by county or clusters thereof. We could use these data to help us in developing our estimates of a station's effective coverage area based on a "can and do" concept. That is, we can use this basic information in a relative way to establish an area in which the homes in that area not only can receive the station's signal.

but do receive it on some regular basis.

Additionally, since the data were reported for all stations on the air at the time of the study, we were able to add to our knowledge regarding the degree of duplication which exists between stations on specific network lineups.

Still another advantage is that it provided our agency with the same basic data for every station. Within our organization, we were able to limit our disagreements merely to interpretation of the same facts.

However, NCS #3 is not a panacea for coverage. It is just one tool. It, too, has its limitations. The sample size is small in a number of counties—the use of the mail ballot may have subjected the data to some other biases,

However, to tell any of you how to specifically use this survey to develop coverage would do no good. You can best decide how to use it for your company—but only after you first understand what you want to accomplish.

George E. Blechta, vice president, A. C. Nielsen Co., New York

The uses to which data is put, often determines the difference between good and bad research. Since NCS #3 was



Complete detail is valuable research tool

underwritten by a large segment of the broadcast industry, its application is as varied as the individual problems of its subscribers.

We have never issued any definite ground-rules as to how NCS data should be used because of this extreme range, but there are certain areas where we might.

NCS was not designed for the projection of ratings. The metro area rating of a specific program cannot be multiplied by the station's average circulation in outer counties and provide a realistic total audience figure.

a reansite total auchene figure.

Here's an example of why. The network program carried by station A has good audience in the central city. If we projected this rating against the station's average circulation figure in the outer area, we would not be taking into account the fact that station B, carrying the same program, but originating from a different city is splitting the outer area audience of this program.

NCS #3 provides the only complete and recent composite of the country's television service. It shows in full county detail, which areas are served by which station. It reports the average daily, weekly and monthly; day and night, audiences of all stations and the location of these viewing homes.

Because of the scope of this study, the range of application extends well beyond the basic function of timebuying and selling. The FCC uses this data for the study of channel allocation. Advertisers turn to NCS #3 for charging tv dollars to sales areas on the basis of the location of individual station audiences.

Recently we've introduced new Market Coverage Reports to provide NCS data by individual markets to tailor NCS directly to spot buying, so that county data need not be summarized for a quick answer. But in general, it is the complete detail provided by NCS which makes it so valuable and flexible a research tool.

Robert F. Davis, director of research, CBS TV Spot Sales, New York

Sales use of NCS is very selective. In many markets NCS — and coverage — are minor factors, while in others NCS can be an extremely important sales tool showing up rather large differences between stations. It is interesting to discover why NCS reveals these important differences in spite of relatively equal engineering facilities.

First of all, NCS is a measure of popularity as well as coverage. But be-

#### NCS #3?

yond that true coverage reasons come into play. For example, the difference between low and high band whf is very important because of two factors: the



An important sales tool

greater signal possible with channels 2-6 and the fact that different antenna orientation is required of channels 7-13 on certain types of antennas.

Why is there such a discrepancy between the sets we as sellers claim and you as buyers award us? Who is right?

Obviously we have an axe to grind. But when an agency gives us no credit in those counties under 50% weekly penetration then we are getting hurt. What is my point? Two things: First, I don't like to see television stations short-changed. Cut our set count and you increase our cost-per-1000 and we're sitting ducks for other media. Let me throw out a couple of alternate techniques. First, why not credit partial counties where we fall below the 50% mark? In this way the 40% and 30% counties would receive some weight rather than be bypassed completely. A second technique to consider is the 25% cut off which we feel is both realistic and fair. My second point is this: I think we'd be better off if set count and the whole process down to cost-per-1000 were taken a little less literally. Through the years we've insisted upon decimal rating points. Yet there is no difference between a 12.2 and a 12.4 rating. They're both twelves and we're kidding ourselves by thinking any differently. In addition, we're creating a lot of extra work in the dayto-day processing of ratings. Consider the concept of rounded off ratings. It could be a giant step away from our over-reliance and over-stress of num-



Of all Detroit radio stations CKLW is the only one to show a significant gain in either of the above high listening time segments shown. All others have shown a loss or barely hold their own, which is positive proof of the popularity these two disc artists enjoy in this dynamic market. Certainly the most logical spot to place any client's message to get RESULTS!

50'000 WATTS CKLW radio

**GUARDIAN BLDG., DETROIT** 

J. E. Campeau, Pres.

Robert E. Eastman & Co., Inc., National Representative



























**CBS Radio Network** the most popular, varied

in radio to the varied and impressive

























"cuts back" from and impressive schedule most popular,

schedule in radio!





#### "Can't I go, too?"

HUSBAND: "To Europe? But this is business... besides, we're not that rich!"

WIFE: "You can save \$300 on my ticket if we fly KLM."

HUSBAND: "That so?"

WIFE: "And the same for each of the children."

HUSBAND: "Sounds good, but what about . . ."

WIFE: "And we can see lots of cities over there - free!"

HUSBAND: "Mmmmm . . ."

P.S. She went. First Class, too. Why don't you find out all about KLM family fares to Europe – including the substantial Economy Class savings? Remember, KLM features non-stop DC-7C service from New York, one stop from Houston.

KLM Royal Dutch Airlines, 430 Park Avenue, New York 22, N. Y.



#### FILM-SCOPE

13 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

CBS Films this week reorganized its top-level executive authority into three specialist branches along these lines: Leslie Harris as v.p. in charge of production, Sam Cook Digges as v.p. heading administration and John Howell as v.p. on top of sales.

In a move that echoes a recent top echelon mobilization of CBS TV network sales, CBS Films frees Les Harris as an "outside man" to bring in new programing and to pay adequate attention to special clients.

At the same time, Sam Cook Digges, who leaves the general managership of WCBS-TV, becomes the "inside man" to concentrate on problems of administration and organization.

John Howell will have overall responsibility over the CBS Films sales staff.

These aggressive moves lend real muscle to a two-way attack CBS Films has been developing since early this season: into up-graded and "diversified" programing, and towards previously untapped sources of syndication money. (See SPONSOR, 8 November, pp. 45-6.)

A fourth phase of the CBS Films expansion is the promotion of Fred Mahlstead as director of operations and sales services in both the domestic and international areas.

CBS Films announced at its national sales meetings last week in New York that The Silent Saber would go into syndication; also, Rendezvous and U. S. Border Patrol have been formally placed in availability for general sale.

-

Procter & Gamble of Canada's buy of six film series represents two things: (1) the largest purchase by any one sponor in the dominion and (2) perhaps the largest selective coverage in Canada.

The buy is for outright sponsorship of I Love Lucy and San Francisco Beat, co-sponsorship of Gunsmoke with Remington Rand, and full sponsorship of Mantovani for the French CBC network.

Portions of Conrad Nagel and Life of Elizabeth were also purchased for interim schedule until Rifleman is ready.

For the first time in years it looks like a wide open field for the independent operator in the licensing-merchandising field.

With the amalgamation of CBS' licensing unit into CBS Films and the fact the NBC's licensing division has been part of its film arm for several seasons, the networks are less of a factor in this merchandising area than perhaps at any time in the past decade.

The economies of this activity are such that it will not support the plush operation an autonomous network unit must of necessity carry on; and this loss looks like the small operator's gain.

ABC is understood to be in the process of granting blanket permission to its affiliates to use tape freely to correct time zone delays.

CBS stations apparently are able to tape public affairs and news shows for rebroadcast at any time they choose.

NBC affiliates so far have been allowed to tape only news.



Although syndication gained tremendous stature in 1958, the programing situation at the moment is still this: production expressly for syndication is the exception rather than the rule.

Screen Gems, for example, is one of the few distributors that announces new shows for syndication and then puts them into sale and production. (Its latest series, Stakeout, kicked off production last week with a coordinated sales clinic for regional sales managers down in Miami.)

But the majority of major distributors—whether they announce new programs, like CBS and ITC, or keep them under wraps, like Ziv—are continuing the policy of producing a pilot first and then putting the show into syndication in many cases only after a network contract can't be made.

With one out of every three tv tape machines made to date being exported overseas, it looks as though a very healthy future is looming in international business for U. S. programs on tape.

Of 180 videotape recorders delivered, almost 60 have left the United States. Here's where they went:

Great Britain, 25; Japan, 10; Germany, 10; Canada, 7; Mexico, 4; Hawaii, 2, and Australia, 1.

COMMERCIALS: The creative approach of simplicity, good taste and high fashion, which was first taken up in tv commercials by toiletries and cosmeties, is now being embraced by food and soap advertisers who might never have thought of selling in this way a few seasons ago.

In the food field, for example, Steve Elliot of Elliot, Unger and Elliot pointed to a number of commercials for convenience products as typical of the new pleasant rather than blatant selling mood.

They are: cake mixes such as Swans Down, Betty Crocker and Duncan Hines; instant foods like Minute Tapioca and French's potato mix; and well-established brands of the order of Jello and Lipton Tea.

In a FILMSCOPE interview, Elliot pointed up two factors favoring live-action commercials: economy and timeless.

Local shooting and even studio productions with famous magazine models don't involve more costs than the fundamental expense of building realistic sets in other types of commercials.

Also, with simple live action, there's no specific connotation of time and place and the commercials can be universal in approach and durable in use.

By 1962, the dollar volume of tape to film will be 3 to 2, according to a prediction made by Howard Meighan of Videotape at last week's RTES luncheon.

Meighan expects film production to increase about 10% in 1959 and then settle back to present levels by 1960.

However, the film people do not anticipate any immediate stampede in the direction of tape.

Speaking on behalf of the film industry before the RTES were Clay Adams, CBS TV director of film production in New York, William Van Praag, president of Van Praag Productions and Edward Stifle, motion picture film manager of Eastman Kodak.

They outlined the following present-day advantages of film:

Clay Adams: 1) assured residuals, 2) permanence of film, 3) versatility of remotes and 4) no reason for immediacy when a series (like Phil Silvers) can be produced three months in advance.

William Van Praag: 1) locations can be varied and blended, 2) animations and optical effects can be done and controlled, 3) there's no problem making copies in quantity and 4) cameras or projectors are respectively interchangeable.



13 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

#### **WASHINGTON WEEK**

It is patent now that stations can't combine to stop selling under the counter.

Nine Philadelphia radio stations have accepted a Department of Justice decree that in
effect voids their agreement not to deviate from their ratecards.

The direct action stemming from this submission: Dissolution by the stations of the Philadelphia Radio & Television Broadcasters Association.

Justice's antitrust chief, Victor Hansen, termed the condemned pact as the sort that is "repugnant to the American economic system."

Stereo broadcasting continues to forge ahead: It is now subject of a request to the FCC for rulemaking leading to adoption of engineering standards broadcasters would have to observe.

Philco, which claims to have a good "compatible" system developed, submitted the petition. Philco says that, as in FM and TV, one system should be adopted so that all receivers can get all broadcasts, and that the system should be compatible so present sets could pick up the stereo broadcasts monaurally.

The company asks for field tests to discover which system is best.

FCC Commissioner Frederick Ford made a speech in Texas in which he gave six possible ways of dealing with the shortage of TV channels.

He said there were difficulties with all six, and outlined them. However, he appeared to favor carving out 50 continuous vhf channels starting with the present channel 7.

Commissioner T. A. M. Craven earlier this year was pushing a 25-channel plan, starting with 7. Ford said he didn't know whether 50 channels would prove to be more than needed, or two few.

Ford said it has been demonstrated that vhf and uhf are not competitive. He warned that if the alternative of doing nothing is adopted, the uhf part of the spectrum will be taken from tv without substitution of better space. Also, mileage separations will be reduced to relieve monopolies, and therefore tv service will be "degraded."

Alleged off-the-record approaches to former FCC chairman George C. McConneghey in the Boston channel 5 case, won by WHDH, the Herald-Traveler, are next in line for FCC consideration.

The case, remanded to the FCC by the Appeals Court, has been set for former Pennsylvania Supreme Court chief justice Horace Stern. Stern has just finished hearing the Miami channel 10 case and recommending that the license be cancelled without absolute disqualification of the license-holder or any other applicant.

The FTC, perhaps in anticipation of a Blatnik (D., Minn.) move, backed up by a more heavily democratic Congress, prepares to step up its radio-tv monitoring with a vengeance.

Charles A. Sweeny, an old-line FTC official, has been named to head the radio-tv unit. This team has been leaderless for a long time, since T. Harold Scott changed over to the FTC's Division of Small Business.

Further than that, some 350 professional members of FTC's staff, will now be monitoring radio and tv programs even in their off-duty hours. All of their listening and viewing, as a matter of fact, will be done with the watchword that an FTC investigator is never off duty.



#### **SPONSOR HEARS**

13 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

Look for Esso Standard's Flit to go tv network in the late spring for three months via McCann-Erickson.

The product will be sold nationally with a special package for the first time.

Nestlé is inviting agencies in to recite their virtues as food marketers.

The prize apparently is a new dehydrated soup. Nestlé's present agencies seem stymied from taking on the product because of previous commitments.

NBC took cognizance of the blasting it's been getting in Chicago and has delegated Chuck Henderson from its N. Y. publicity staff for an image-lifting job.

He'll stay out there until the task is completed. (See Newsmaker of the Week, page 6, on how Lloyd Yoder comported himself in teeing off this campaign.)

Lestoil appears headed for a sharp skirmish with still another competitive product Brayo, from the S. C. Johnson stable.

Reports from the field have it that Lestoil already is beginning to feel the pressure from this newcomer.

The latest form of organized time barter: Due bills for domestic and overseas vacations and swimming pools.

The swap is based on the retail price of the service or goods, with the station giving the go-between 10% (in cash) of the retail figure in addition to the time.

Promos have become so important with NBC TV that it's arranging for its contract stars to do the lead-in for commercials on NBC shows other than their own.

Example: Steve Allen (in tape) is popping up on the NBC News to say the Norelco shaver can be seen in demonstration and him in color on his Sunday show.

A top-ranking agency has made it a policy to place all commercial film assignments only on the basis of written bids.

Moreover, these bids are kept on file for an indefinite time, so that the sponsor can see what they were in the event he questions the price.

Recently the agency defeated the efforts of an ad manager to steer some business to a "friend" by showing that the latter's bids are uniformly higher than others.

Uneasiness seems to be brewing between Cluett, Peabody and Y&R (the advertising pot involves about \$4.5 million).

Madison Avenue talk has it that the shirt manufacturer has found himself caught in the trend toward West Coast informal wear, and the customary tribal reaction in such circumstances is to play with the thought of a new agency.

It may be also that Cluett, Peabody feels it needs a new image. The Arrow Collar lad may have lost some of his charm by changing habits of dress.



## This is the kind of hold our station has on people

The helping hand is a reality here.
A true cross-section of home-owning
America, the roots of family life go deep
— in the many thriving cities and on the
flourishing farms. Here families like to
cater to their wants through friends and
neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects—the P.T.A., the

Community Chest. Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our quantity story (747,640 TV homes in 41 counties of 3 states) never forget the qualitative one... George P. Hollingbery will show you a realistic, one-price rate-card.

whio-tv
css
channel dayt

dayton, ohio

JULY PULSE -12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

National and regional spot buys in work now or recently completed

# KOSI put the DARNDEST SOCK in Denver Radio



KOSI's well-rounded sound appeals to every member of the family . . . keeps KOSI's huge adult listening audience on a continuous buying spree in Denver. No double spotting assures maximum impact.

Take advantage of the 10% combination discount when you buy both KO3Y and KOSI.

KOSI /

5000 Watts Denver is KOSI-land!

See Your Petry Man

WGVM-Greenville, Miss. KOBY in San Francisco Mid-America Broadcasting Co.



"Color Radio" sells more than bubble gum. Pulse rates KFWB #1 in Los Angeles... and proves that four out of five KFWB listeners are adults. We're #1 in Hooper, too!



6419 Hollywood Blvd , Hollywood 28 HO 3-5151

ROBERT M. PURCELL, President and Gen Manager
MILTON M. KLEIM, Sales Manager
Represented nationally by JONE BLAIR & CO.

er



## SPOT BUYS

#### **TV BUYS**

Armour & Co., Chicago, is planning a campaign in markets throughout the country for its canned meats. The schedules start in January, run for six weeks. Minutes during nighttime segments are being purchased; frequency depends upon the market. The buyer is Isabel Ziegler; the agency is N.W. Ayer & Son, Philadelphia.

B. T. Babbitt, Inc., New York, is lining up 1959 schedules in major markets for its Bab-O. The schedules start 5 January on a 52-week basis. Minutes during daytime slots are being placed. Frequency varies from market to market. The buyer is Ray Healey; the agency is Brown & Butcher Inc., New York.

American Chicle Co., Long Island City, N. Y., is preparing a campaign in top markets for its Dentyne gum. The 15-week schedule starts in early January, Minutes during nighttime periods, 6 to 9 pm. or as near as possible, are sought. Frequencies depend upon the market. The buyer is Jim Kearns; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Lever Bros. Co., New York, is buying schedules in various markets for its Parise soap. The schedules start in January, are set for 52 weeks. Minutes and 20's during nighttime slots are being used. Frequencies vary from market to market. The buyers are George Sinko and Mary Dwyer; the agency is Kenyon & Eckhardt, Inc., New York.

#### **RADIO BUYS**

Continental Baking Co., Inc., Rye, N. Y., is going into scattered markets for its breads. The 13-week campaign starts late this month. Minutes during daytime segments are being placed. Frequencies depend upon the market. The buver is Perry Seastrom; the agency is Ted Bates & Co., New York.

The American Tobacco Co., New York, is setting up schedules throughout the country for 1959 for its Pall Mall eigarettes. Most of the schedules start in early January for 52 weeks. Minutes during traffic hours are being lined up; frequency varies from market to market. The buyer is Jack Canning; the agency is Sullivan, Stauffer. Colwell & Bayles, Inc., New York.

Cannon Mills, Inc., New York, is entering major markets to promote its White Sales. The short-termer starts 1 January. Minutes during daytime periods are being purchased, with frequencies varying from market to market. The buyer is Isabel Ziegler; the agency is N. W. Aver, Inc., Philadelphia.

To sell Indiana. you need both the 2nd and 3rd ranking markets. NOW

ONE BUY delivers both -

YOU NEED TWO GUNS in Indiana!



Here, where hunting's the hobby, sharpshooting advertisers bag two traditional test markets-Fort Wayne and South Bend - Elkhart - with one combination buy which saves 10%. They thus draw a bead on 340,000 TV homes a bigger target than T.A.'s 43rd market!\* Over 1,688,000 total population-more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly \$3 Billionand it's yours with just one buy!

\*Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.

call your H=R man now!













#### **ADVERTISERS**

Pepsi-Cola will not only participate in a 90-minute special this spring but sponsor an anthology series on both a network and spot basis.

The special, scheduled for mid-April, will be produced by Goodson-Todman in cooperation with the National Academy of Recording Arts and Sciences, while the anthology will be turned out by Goodson-Todman by itself.

Revion will move a batch of its products from Dowd, Redfield & Johnstone to the next agency that the resigning Edmund F. Johnstone joins.

On the asset side for D.R&J: Gillette

is giving it along with John C. Dowd, Inc., Boston, a group of new Gillette products, including the new Gillette Safety Knife.

To use fm for the holidays: Carillon Importers, Inc., for its Grand Marnier Liqueur has moved its ad budget to WBAI-FM, New York, to sponsor the George Hamilton Combs newscasts.

The decision to turn to radio in the heat of the liquor advertising controversy was predicated on the "sound basis that this media serves an adult and mature audience."

Agency: Gore Smith Greeland, Inc.

Merger: into Hunt Foods and Industries, Inc., of nine of its subsidiaries and associated companies — in-

cluding Hunt Foods, Inc. and United Can & Glass Co.

Reason: to solidify the group into one corporate structure.

Winston eigarettes (R. J. Reynolds) leads the list of top brand advertisers on network tv for the third quarter, 1958, released last week by TvB, based on LNA-BAR reports.

Here are the estimated expenditures of the top 25 network **brand** advertisers, for the third quarter, 1958:

RANK ADVERTISER GROSS TIME COSTS

| 1. | Winston   | 82,159,164 |
|----|-----------|------------|
| 2. | Anacin    | 2,110,869  |
| 3. | Chevrolet | 1,861,347  |
| 4. | Tide      | 1,622,940  |
| 5. | Ford      | 1,341,051  |
| 6. | Viceroy   | 1,307,352  |
| 7. | Salem     | 1,307,184  |
| 8. | Bufferin  | 1,242,392  |
| 9. | Dodge     | 1,193,346  |
| 10 | Kent      | 1 160 205  |

12. Colgate Dental Cream 1.071.335

1.127.898

11. L&M Filter



# WRAP-UP

# NEWS & IDEAS PICTURES



Attending a unique party thrown by Peters, Griffin, Woodward, Inc. to say "thank you" to agency people for a banner year in national spot, are the Scanlan sisters, Gertrude (1), of BBDO and Eleanor of Street & Finney, Inc. With them, Russel Woodward (far left), executive yp., PGW, and Harold Gross, president, WJIN-AM & TV, Lansing-Flint-Jackson, Mich.



A plug for the sponsor: With the 1959 Auto Show being held in Philadelphia, WCAU commentator John Facenda is seen taping his show at sponsor's (Ford) display

Uhf station returns to air: After a three year hiatus, WWOR-TV, Worcester, is operating again as a satellite of WWLP, Springfield. William Putnam (1), pres, gen. mgr., WWLP & WRLP congratulates Kenneth Higgins. treas. Salisbury Broadcasting Corp.



| 13. | Fab                        | 980,848 |
|-----|----------------------------|---------|
| 14. | Eastman Kodak Cameras      | 969,319 |
| 15. | Prudential Insurance       | 921,939 |
| 16. | Cheer Detergent            | 916,085 |
| 17. | Bayer Aspirin              | 911,814 |
| 18. | Camel                      | 898,490 |
| 19. | Mercury                    | 853,260 |
| 20. | Dristan Tablets            | 838,728 |
| 21. | Gillette Razors and Blades | 837,093 |
| 22. | Schlitz                    | 832,332 |
| 23. | Pall Mall                  | 813,678 |
| 24. | Buick                      | 809,497 |
| 25. | Paper Mate                 | 805,606 |
|     |                            |         |

Here are the top 25 network advertisers by **company**, for the same period:
RANK ADVERTISER GROSS TIME COSTS

| RANK | ADVERTISER     | GROSS TIME COSTS |
|------|----------------|------------------|
| 1.   | P&G            | \$12,486,914     |
| 2.   | Colgate        | 6,365,339        |
| 3.   | Lever          | 5,480,278        |
| 4.   | American Home  | 4,603,963        |
| 5.   | General Foods  | 4,491,394        |
| 6.   | R. J. Reynolds | 4,364,838        |
| 7.   | Gillette       | 3,812,857        |
| 8.   | General Motors | 3,808,706        |
| 9.   | Bristol-Myers  | 3,567,433        |
| 10.  | Ford           | 3,012,471        |
|      |                |                  |
|      |                |                  |

| 11. | General Mills  | 2,987,000  |
|-----|--|--|
| 12. | American Tobacco   | 2,541,222  |
| 13. | Kellogg  | 2,540,185  |
| 14. | Liggett & Myers Tob.   | 2,374,993  |
| 15. | Sterling Drug  | 2,349,712  |
| 16. | Pharmaceuticals  | 2,332,786  |
| 17. | P. Lorillard   | 2,138,977  |
| 18. | Chrysler   | 1,985,622  |
| 19. | Brown & Williamson   | 1,708,710  |
| 20. | Standard Brands  | 1,652,404  |
| 21. | Revlon   | 1,599,322  |
| 22. | National Dairy   | 1,588,027  |
| 23. | Eastman Kodak  | 1,515,116  |
| 24. | General Electric   | 1,412,999  |
|     | 12.<br>13.<br>14.<br>15.<br>16.<br>17.<br>18.<br>19.<br>20.<br>21.<br>22.<br>23. | 12. American Tobacco 13. Kellogg 14. Liggett & Myers Tob. 15. Sterling Drug 16. Pharmaceuticals 17. P. Lorillard 18. Chrysler 19. Brown & Williamson 20. Standard Brands 21. Revlon 22. National Dairy 23. Eastman Kodak |

1.192.517

Strictly personnel: Two major changes in H. J. Heinz Co.'s marketing division — William Parshall, named manager of advertising and James Hamilton, manager of product marketing . . . Lawrence Butler, promoted to executive v.p. of the Borden Foods Co. . . . A. E. Brubaker, named director of public relations of the Firestone Tire & Rubber Co. . . .

25. Ouaker Oats

Sy Einhorn, sales manager of the display division of Gibraltar Corrugated Paper Co. . . George Haag, appointed a v.p. of Facit, Inc. . . . J. A. Mellmay, to v.p. in charge of marketing for the Electric Storage Battery Co., Philadelphia.

#### **AGENCIES**

J. M. Mathes Inc., and the Volkswagon of America Co. will be riding separate highways come 31 March.

The West German automobile account, which was assigned to Mathes last March, was resigned by the agency this week because of disagreements over advertising and promotion policy.

The car's billings at Mathes for the first year was \$800,000, with plans of increasing the budget to \$1 million—slating 20% of it for air media. (See "Why foreign cars are trying air media, sronson, 17 May 1958.)



There go the GRO girls: Three of the teen-agers who helped in the promotion of a new radio station in Lake City, Fla., W-GRO pass out one of the 5.000 souvenirs to local people. To further the promotion, W-GRO put on a benefit dance for Teen Town, raising \$1,000, held a celebration at the city park and conducted a "GRO To Church Sunday" campaign

Presenting giant promotion report to a sponsor and agency man, John Vrba (center), v.p. in charge of sales at KTTV, Los Angeles, discusses station's campaigns with Doug Finley (I), Southern Cal. ad manager, Falstaff Brewing Corp, and David Wham. of D.F.S



Down below on the atomic submarine USS Nautilus, are Bill Williams (I), news editor, WSM-AM, TY, Nashville and Governor Frank Clement of Tennessee. Skipper of the submarine, Commander Richard Anderson (standing) has presented the guests with a cake





On location. Watching filming of 26 Men are (1 to r) Louis Nicholau, v.p. K&E, Boston; Paul Eaton, ad mgr. Hood Dairies, New England sponsor: series stars, Tris Coffin, Kelo Henderson, (driver unidentified)

Notes on the new state: JWT has come out with a market report on Alaska—claiming that too little attention has been paid to this vast area, and too little basic research has been done.

Called "The Alaskan Market," the 40-page document analyzes and evaluates the 49th state.

New service: AIM—an advertising evaluation measure developed by R. H. Bruskin Associates, creative market research firm in New Brunswick, N. I.

The name is an abbreviation for "Association-Identification-Measure"—aimed to provide advertisers with a measure of how well people associate and identify copy themes, slogans, trade marks, and such. It will start operations during January.

New agency: in Milwaukee, Fisher-Hoover, Inc., at 161 W. Wisconsin Ave.

Merger: Reach, McClinton & Co. and H. B. Humphrey, Alley & Richards with estimated combined billings at \$25 million.

This marks the second time in recent weeks that R-McC has entered into a merger—the earlier agency was J. R. Pershall Co. of Chicago.

The new set-up: The Boston office of HASR becomes Reach, McClinton & Humphrey, with Richard Humphrey as president of this Massachusetts subsidiary, HASR's New York office will become part of R-McC, and the latter's Boston office will be absorbed by the subsidiary.

Agency appointments: P&G's Big Top Peanut Butter, with billings at \$1 million, from Compton to Grev Advertising . . . Ward Baking Co.'s cake line, also to Grey. JWT continues as the agency for Ward's Tip Top Bread . . . Ford has switched agencies on two of its lines-Edsel and Mercury, to K&E, and Lincoln and Continental to Foote, Cone & Belding. K&E had been handling Lincoln, Mercury and Continental, while FC&B had Edsel . . . Morgan-Jones, Inc., manufacturers of bedspreads, dish towels and piece goods, to BBDO . . . Oakite Products, Inc., all-purpose household cleansers, to Richard K. Manoff, Inc. . . . Northwest, Inc., distributors of the Renault in six Northern states, to Tilds & Cantz Advertising, Los Angeles.

Thisa 'n' data: Forty-four top executives of Grey Advertising are meeting in Atlantic City this week, to review and analyze agency operations. — Heim Gresh, of Gresh & Kramer Advertising, Philadelphia, winner of the WFIL. Philadelphia drawing. Prize: all expense trip for two to Paris. — Carr Liggett Advertising, Cleveland, celebrating its 25th anniversary this month with an open house for clients and local people.

They were promoted: George Darcy, to assistant to the president and senior v.p. of The Rumrill Co., Rochester . . . Robert Reardon and Nelson Winkless, to v.p.'s at Leo Burnett . . . Edward Henderson and Chauncey Korten, to v.p.'s and Robert Pasch, upped to associate copy director at K&E . . . Erik Ohlsson, president of Facit, Inc., to Anderson & Cairns as its European representative . . . Jay DeBow, to v.p., of The Merrill Anderson Co., New York . . . John Ashbaugh, Portland; L. H. Sloan Jr., San Francisco; Robert Root and Nat Bender Jr., Seattle, named v.p.'s of Botsford, Constantine & Gardner, Inc.

Three research analysts to the Chicago staff of Keyes, Madden & Jones: M. Truman Fossum, Ernest Dunston; and Charles Schneider . . . Ernest Hartman, named radio-tv producer at DDB . . . O. R. Bellamy, to serve as director of radio and tv at Perry-Brown, Inc., Cincinnati . . Arthur Williams, named creative and production director of the radio-tv department of Houck & Co., Roanoke, Va.

Leaving: Lawrence D. Reedy, administrative v.p. of Grant and named last week, to a three-man executive committee to head Grant's New York office . . . Robert W. Dailey, v.p. in the Chicago office of McCann-Erickson.

# CONFIDENTIAL

### Information Concerning The Best

TV program and spot buys in the billion dollar rich Fresno and San Joaquin Valley is available to you a no cost from your nearest H-R man. Ask him to show you how the all family TV Station (KJEO-TV) can make it casy for you to be a hero! Give your clients INCREASES in sales at LOWEST cost per thousand on KJEO-TV!

#### FILM

Film programing plans and developments of the past week continued to show highly optimistic activity by the smaller film companies.

These included:

- Sterling Television, which will distribute Wonders of the Sea, a color series produced at Marineland, Florida, and already sold to the BBC and CBC.
  - · Flamingo Telefilm, is planning

# Give him WISDOM for Christmas



# Give him SPONSOR

You just can't give a better gift than understanding and SPONSOR will give anyone a better understanding of the vital broadcast industry as it functions today.

Just \$3.00 a year will bring 52 wisdom packed issues to agency or advertiser clients and prospects you like. So put SPONSOR on your Christmas list because it's the best possible gift you can send.

Only gift subscriptions for advertisers or agencies are eligible.

Just fill out the enclosed coupon or give us the names and addresses of those to whom you'd like SPONSOR delivered, We'll do the rest and bill you later.

| SPONSOR<br>40 East 191h Street New York 17, N.Y.<br>Please send a year's subscription of SPONSOR in my name to the following: |                           |  |  |  |  |
|---|---------------------------|--|--|--|--|
| Name Title  | NameTitle                 |  |  |  |  |
| Company   | Company                   |  |  |  |  |
| Address   | Address                   |  |  |  |  |
| City State  | City State                |  |  |  |  |
| Name Title  | Bill me  Payment enclosed |  |  |  |  |
| Company   | Name                      |  |  |  |  |
| Address   | Address                   |  |  |  |  |
| City State  | City State                |  |  |  |  |

to handle a second series of 39 episodes of *Citizen Soldier*, produced by Bon Alcorn.

The first major in videotape: Hal Roach studios will become the first major motion picture company to enter videotape production with an hour special. *Pilgrimage Play*, which will utilize the facilities of KTLA, Los Angeles.

Sales: MCA's Mike Hammer series was renewed in New York by Marlboro Cigarettes and Aero Wax on WRCA-TV . . . the Paramount feature film package was purchased by WBBM-TV, Chicago . . . MGM-TV's Passing Parade was sold to the American National Bank of Amarillo, Texas, for broadcast on KGNC-TV . . . United Artists Associated, successors to AAP. report sale of feature film packages to WKBW-TV, Buffalo; WTVR, Richmond; KVII-TV, Amarillo, and WNEW-TV, New York, and purchases of Popeve cartoons by WLIX-TV, Jackson, Mich.; KGW-TV, Portland, Ore., and KGLO-TV, Mason City, Iowa . . . Also reported are UAA (AAP) sales of Christmas feature package to

SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY

WTVR-TV, Richmond; KFDM-TV, Beaumont; WLOS-TV, Asheville; WSYR-TV, Syracuse; KCRG-TV, Cedar Rapids; WDUL-TV, Marquette; WSVA-TV, Harrisburg; WCNY-TV, Watertown; WFMY-TV, Greensboro; KREX-TV, Grand Junction; KTTS-TV, Springfield, Mo.; KVKM-TV, Manhamas; KCSJ-TV, Pueblo; KGHL-TV, Billings; WMTV, Madison, and WHAS-TV, Louisville.

More Sales: United Artists Associated has also sold the individual feature film, Yankee Doodle Dandy for special scheduling by the Triangle stations — WFIL-TV, Philadelphia; WNHC-TV, New Haven; WNBF-TV, Binghampton; WFRG-TV, Altoona, and WLHY-TV, Lebanon—plus other sales to WTVJ, Miami; WLOS-TV, Asheville, and WSB-TV, Atlanta.

New feature package: Screen Gems has released 78 additional feature films in the *Powerhouse* package, containing pictures produced by Universal and Columbia . . . It's the fourth feature film package put into syndication by Screen Gems this year.

Syndication publicity: ABC Films' 26 Men is the subject of a three-page feature in the 13 December issue of TV Guide magazine.

Commercials: One way to solve the problem of how to present soft goods is shown by Silberstein-Goldsmith agency in its new campaign for Botany "500" men's suits, filmed by Pintoff Productions. There are a series of dramatic and humorous treatments of "The Life in the Day of a Suit" . . . In Canada, casting for a series of live Carling's commercials employed closed circuit; agency is E. H. Hayhurst, Ltd. . . . Colmes-Werrenrath productions of Glenview, Illinois, has made a series of Westinghouse commercials starring Betty Furness, prepared in conjunction with Dick Lewis and Desilu Productions; filming took place in Dallas and Chicago.

Strietly personnel: Leonard S. Gruenberg has been elected a vice president of Gross-Krasnes-Sillerman; he'll focus on sale of programs to regional and national advertisers plus networks . . . Alex Sherwood becomes southeastern sales representative for Official Films, with headquarters in Atlanta, starting I January . . . Sidney

Kramer has been named director of foreign distribution and film coordinator of NTA; operations he will supervise include offices in London, Paris, Rome, Brussels, Munich, Australia, Japan, China and the Philippine Islands . . . Jacques Grinieff will handle the foreign distribution of Jayark Films throughout the world.

#### **NETWORKS**

CBS Radio's John Karol predicted that other radio networks will be forced to copy CBS' Program Consolidated Plan so that their affiliates will be able to compete with Columbia.

Karol, v.p. in charge of network sales, spoke before the Louisville Advertising Club last week.

He emphasized that the PCP was not "network-inspired, but evolved from a proposal by representatives of our affiliates who wanted to continue as affiliates of the network.

"The plan," Karol continued, "will give the network and its stations improved financial stability and will increase advertiser confidence in the medium."

NBC TV replacements: D.A.'s Man moves into the Saturday 10:30 p.m. spot for Chesterfield, ousting Brains and Braun; Black Saddle replaces Steve Canyon at 9:00 Saturday and the latter takes over the cancelled Ed Wynn time, 8:00 p.m. Thursday, both shows for Chesterfield.

Network sales: Sweets Company of America (Henry Eisen), for alternate weeks on Iefferson Drum and quarter hours on The Howdy Doody Show, both NBC TV... Hollywood Candy (Grubb & Peterson) for 52 weeks on a quarter-hour weekly basis of American Bandstand via ABC TV... Nine new clients for NBC TV's Today and Jack Pear Shows totalling \$1.2 million in gross billings. Topping the purchases are orders from O-Cedar Corp. (Turner) and Real-emon Puritan Co. (Lilienfeld & Co.).

Network affiliations: WFRV-TV, Green Bay, Wis., to NBC TV ... WBBW, Youngstown, Ohio and WEW, St. Louis, to Mutual Broadcasting System.

Personnel note: Robert L. Stone,

v.p. and general manager of WABC-TV, New York, elected v.p., facilities operations for NBC . . . Joseph Stamler, named a v.p. of ABC and general manager of WABC-TV, New York.

#### **RADIO STATIONS**

Three Texas clear channel stations have taken up the competitive challenge from independents in their markets: they're the Texas Quality Group.

The stations in the group: KPRC, Houston; WFAA, Dallas; WOAI, San Antonio.

The move also reflects the trend among station management with both tv and radio interests to invest the radio operation with their personal attention.

McClendon and other independents have the past year or so captured the center of the stage in these markets, and the reactivation of the TQG is expected to stir up a lot of new competitive excitement in the Star State.

McGavren-Quinn, representatives, has set up a new radio station group covering Connecticut.

Purpose, according to Mc-Q: the combination of stations will offer advertisers power, coverage and local radio impact with one buy.

Stations in the group: WNHC, New Haven; WKNB, Hartford; WNAB, Bridgeport; and WATR, Waterbury.

To find a name for the new radio group, Mc-Q is holding a contest among New York agency time buyers. Prize: 16 day Transocean Air Lines, California-Hawaiian holiday for two.

And while on the Connecticut front:

Westport, dormitory for much of Madison Avenue, has its own radio station now, WMMM. Call letters stand for Westport's Modern Minute Men.

The Concert Network says it's got proof positive that fm has a sizeable audience.

Thru WNCN-FM, New York, it asked listeners on a weeks continuing basis to write about their reactions to. fm. The returns: over 5,000 letters and postcards from a radius of 75 miles.

Ideas at work:

Now they have wishbones galore:
 WDGY, Minneapolis-St. Paul held a

one-day-only promotion—a Wishbone Decorating Contest, on Thanksgiving Day. The station has, to date, received close to a thousand of them, all vying for a \$25 gift certificate.

 Tickets anyone: Red Benson, of WPEN, Philadelphia, told listeners that he would be in the downtown area to distribute theater tickets to those saying the words: "WPEN Li'l Abner." Result: 500 tickets were given out, with a larger number having to be turned down—no tickets left.

 KFWB, L.A., has set aside 9 to 11 nightly for 1200 service clubs and fraternal orders to air their holiday season greetings and messages free from now to New Years.

 WAMP, Pittsburgh and the A&P food stores held a "guess the trio's weight" contest—awarding 12-pound turkeys to the 50 people, out of 1,000 entrants, coming closest to the correct poundage.

Survey: "Profile of the Southern California Buying Market" by KLAC, Los Angeles, is scheduled for distribution among ad agencies this week.

Target of the adults only survey: to establish a profile of the "buying-age"

families, with respect to radio program preferences and listening habits.

Result: A new policy—"Good Music is back and KLAC's got it."

Another new company for radio stations:

This one, a business brokerage firm specializing in broadcasting industry—dubbed Lincoln Deller & Co., Santa Barbara, Cal. R. C. Crisler & Co., is its Eastern affiliate.

Station purchase: KIDO, Boise, Idaho, to the Mesabe Western Corp., for \$181,000—brokered by Allen Kander & Co. . . . Increased power: WAPI, Birmingham, for its daytime power from 10,000 to 50,000—increasing the station's primary coverage area by 42.%

Thisa 'n' data: Filling the vacuum: WOOD-TV and radio, increased its news coverage when six major newspapers in the area went on strike... Went on the air: WVCG-FM, Coral Gables, Fla, opened its air waves for the first time last week, highlighted with an SRO sign for its debut... On the stereo front: Two Denver radio



stations, KHOW and KTLN teamed together last week for an stereophonic broadcast, a two hour show sponsored by the May-D & F Stores... Sports business: for the 23-game series of UConn basketball games, via WTIC, Hartford, sponsored by Conn. Medical Service and Conn. Milk for Health, Inc.

Amiversary theme: KBKC entered its float in the American Royal Parade in Kansas City as part of its anniversary celebration. The float—a fire engine with the theme: "the hottest station in town." First birthday promotion also included a party and on-theair promotions with prizes offered... Samuel Frank (Red Cross) Crowther, presented with a diamond lapel pin for 25 years' service with WMAZ, Macon, Ga... KVOX, Moorhead, Minn., celebrating its 21st anniversary.

Station staffers: Charles F. Grisham, elected president and general manager of the Alabama Broadcasting System. Inc. . . . Barrett H. Goeghegan. named sales manager for WABC, New York . . . William Scruggs Jr., appointed promotion manager of WSOC Broadcasting Corp., Charlotte . . . Stanley Brever, to become a partner of KSAY, San Francisco . . . John Stenkamp, to news director and Gene Wike, named his assistant at Cascade Broadcasting Co. . . . Joe Miller, station manager, KOBY. San Francisco Charlie Murdock, program director, WQAM, Miami . . . Ira Laufer, to commercial manager of Radio Orange County . . . R. R. Reames, to the sales staff at WHB, Baltimore . . . Robert De Tchon, named sales manager of WYDE. Birmingham . . . Jim Randolph, program director, KGFJ, Hollywood . . . Larry Wilson, to program director and Marshall Pearce to promotion director at WTIX, New Orleans.

#### TV STATIONS

Like the Chicago meat-packers, WGBS-TV, Miami, can now boast it sells everything but the squeal.

The latest by-product that the station has found a sponsor for is the sunrise and sunset pattern change.

The buyer: McCall's Pattern Division. The commercial copy: "For a change of pattern, whether it be for a new season or a change in Milady's attire, for day or night, the newest and best dress patterns are available at your favorite department store... patterns by McCall."

Eighty percent of all adults in tv homes in Metropolitan New York read newspaper columns devoted to news and reviews of tv programs, according to a Pulse survey conducted in August.

This survey, a follow-up of a similar one made two years ago, revealed that half of the people who read the tv columns, read them regularly.

Further highlights of the survey:

- In the August, 1956 survey, 36% of the respondents said that tv reviews affected their viewing—in the current survey the figure upped to 54%.
- $\bullet$  Compared to the 80% of the people reading tv columns in newspapers, 66.5% reported reading news and reviews of new movies.
- On subjects of interest to viewers in tv columns, 62% desired advanced information about new tv programs and reviews of feature films.

Ideas at work:

- KETV, Omaha is holding a "Christmas Call" contest—offering viewers the opportunity to place a phone call anywhere in the world.
- KMOX-TV, St. Louis, boosted its "Toys for Tots" drive by holding a benefit theater party for more than 4,800 kids, featuring the stars of the station's Popeye with Cooky and the Captain. Admission to the theater: a toy.
- Re public service: WLOS-TV, Asheville, N. C. presented to the city schools a check to cover the \$3,500 worth of special electronic equipment to be installed in the high schools, enabling them to receive special educational ty programs.

#### They were awarded:

Don Riggs, of WBNS-TV, Columbus, Ohio, honored by the Second Army Recruiting District for his promotion of a rocket building contest for youngsters . . . WSJS-TV and Radio granted the National Safety Council's 1957-58 Public Interest Award . . . Julie Benell, woman's editor, WFAA-TV. Dallas, one of the winners of the nation-wide competition for the Grocery Manufacturers of America's "Life Line of America" Trophy awards . . . WWJ-TV and radio news directors, Detroit, presented with six awards from the Michigan Associated Press Broadcasters Association News Competition.

Add kudos: Julie Benell of WFA4-TV, Dallas outstanding woman tele-caster for 1958 by the Grocery Manufacturers of America, Inc. . . . KLZ-AM & TV, Denver, honored for continuing broadcasting efforts on behalf of the Boy Scouts of America . . . Milt Grant, d.j., WTTG-TV, Washington, presented with the National award by the American Legion . . . WNEM-TV, Flint-Saginaw-Bay City, a certificate of appreciation for outstanding public service to the United States Navy Recruiting Services.

On the personnel front: John L. McClay, appointed general manager of WJZ-TV. Baltimore . . . George II. Mathieseu, named general manager of KYW-TV, Cleveland . . . Hugh L. Kibbey, to national sales manager for WFBM-TV, Indianapolis, and William Fagan to film buyer of the station.



#### 'MUST BUY' POLICY

(Cont'd from page 31)

In polling the opinions of various advertising sponsors and agencymen, SPONSOR found some interesting problems raised by the CBS TV move.

"What happens," asked one client admanager, on alternate sponsorships? In most of these cases, the two sponsors have agreed on a "must buy" lineup. Their cross-plugs have become items of importance in their partnership. Now if one sponsor decides he doesn't want New Orleans and Milwaukee and the other wants them but not Seattle and Atlanta, what becomes of their amity—and their cross-plugs?"

"Frankly, it puts a burden on us admen," says another executive, "since we can no longer justify a weak market in a station list on the grounds that it has to be taken along with the strong ones. There may now be certain regions where we've been having trouble but have been forced to take which we may now drop or if we feel the stations are at fault, may even go into with spot tv."

Indeed stations may now be faced with the prospect of selling their network programs along with their local shows, and their reps may, too. Because in a way, dropping of "must buy" puts an onus on the individual stations to deliver a worthwhile audience.

"I wouldn't be surprised to see CBS TV set up a Station Sales Unit similar to NBC TV's," said one adman.

That some stations may be added now at the expense of others almost goes without saying. But that the change in policy may in actuality have little over-all effect is also likely. Advertisers on all the networks are presently carrying lineups well in excesseither of "must buys" or dollar floors.

One industry figure has put the average line-up for the three nets for an evening program at: ABC TV, 111 stations; CBS TV, 147 stations; NBC TV, 134 stations.

This is pretty close by contrast with the first November report by A. C. Nielsen Co. for three top-rated Sunday night shows: Maverick (ABC TV) 124; Ed Sullivan (CBS TV) 171; Steve Allen (NBC TV) 157.

So whatever happens in the wake of the "must buy" passing, stations probably still will be added, for their addition means more coverage—and more coverage means more sales.

#### D.J. SPOOF

(Cont'd from page 29)

"image" to tv. Doing the spots live, Cordic and Co. even found themselves hanging upside down from parallel bars in efforts to make it appear they were pouring the beer upward from the bottle.

After another successful season of holiday sales for Olde Frothingslosh, a less strenuous tv approach was undertaken last year. Spots were filmed, making strong use of the inversion lens. To illustrate "lightness," beer cans were stacked from the top down on icebox shelves and the liquid was poured upward to get the "foam on the bottom."

These filmed spots were integrated into Pittsburgh Brewing's regular tv coverage: largely news (11 p.m. newscasts in seven markets) and sports.

This week new sets of radio and tv spots are in use for the Christmas of 1958. The yearly label change, moreover, is accompanied by a bottling change: a little brown jug-type bottle. It is still sold only by the case—with demand, as usual, exceeding supply.

(Please turn page)



# Leads in Fresno



Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative



12 COUNTY

NLAND WASHINGTON

MORE "DELIVER" PER DOLLAR

\* Results prove it

Why Don't You Just Ask George Hollingbery for the FACTS and the Puls Nielsen Surveys That Back Up The Claims?

POPULATION: 439,000\* EFFECTIVE BUYING INCOME: \$748,540,000\*

A distinct and separate market from Seottle's coostal region, and Spokone's Inland Empire INLAND WASHINGTON

\*Source: Soles Monogement, May 10 "Survey of Buying Power





(Cont'd from page 63)

Meantime Cordic has invented a whole stable of screwball items which regularly appear on his show. Some samples:

- · Brand A Cigarettes-maybe not the best, but consistently second in every other cigarette's brand compari-
- · Ball Tele-poles-if you're going to have a phone in your back yard, have a Ball
- · Mediocre Midgets the sinking man's cigarettes (small enough to smoke inside a diving helmet).

· Night Owl Cigars-extra long for smokers who stay up all night.

Every so often signs indicate that history may repeat itself. The station reports inquiries about Baxter's Tractors (the family model with eight seats for lonely farmers) and about a reported sale of water buffalos at bargain prices.

So far, though, nobody has tried to order any Greebs-and for good reason. Although the virtues of practically all other advertised products are claimed for Greebs, nobody knows what Greebs are. Not even Cordic.

cial is not to please the public, not to let the viewer off easily-but to hit him as hard as possible with the most potent sales message that the time allows. If it can be done pleasantly and effectively, fine! If showing the inside of a stomach lining does it better, then put aside the question of taste for a while. Advertising may be close to

view at least, the first aim of a commer-

. . . Because integration must be pitched closely to the climate of the program, it is hard to lay down hard and fast rules for procedure. But two can be safely asserted:

show business-but it isn't show busi-

ness. It is, and should remain, adver-

tising. . .

1. Keep the message within the flow of plot or action. Don't baldly interrupt the theme of the show or the stream of entertainment.

2. Keep your characters in character, both in action, and-much more particularly-in dialogue.

This second rule will often preclude "hard-sell," or an elaborate product story. For this reason, integration may not be the most forceful form of product selling on the air. But substitute "acceptability" for "force," and it may well be the most persuasive.

#### INTEGRATED COMMERCIAL

(Cont'd from page 39)

as a jolt, somewhat the way neon lights jar the senses in the landscape of Broadway? . .

But still on the initial question of to integrate or not to integrate, . . . Is a commercial sometimes so palatable that it slips down the viewer's gullet without even making him swallow? Is the sales message missed in favor of the entertainment value?

"Clever," a viewer may say-and feel genuinely grateful for having been let off so easily-but has he been sufficiently persuaded to buy the product.

Before going into the "how" of integration, then, let's be guided by these considerations:

- (1) Is the product one that calls for integration, or does the sales message carry sufficient holding power of its own? If the latter is the case, don't integrate!
- (2) Is the integrated message, as finally conceived, so successfully merged into the entertainment that, as such, it slips too easily past the audience leaving too docile an impression?
- . . Parenthetically, however, let's make one thing clear. In this writer's



sonnel, KPRS is effectively directing the buying habits of its vost, foithful audience. Your soles message wostes audience. neither time nor money in reaching the heart of its "preferred" market. Buying time on KPRS is like buying the only rodio station in a community of 128,357 active prospects.



For availabilities call Humboldt 3-3100

Represented Nationally by-John E. Pearson Company

#### SPOT RADIO

(Cont'd from page 27)

radio recession and prescriptions for the medium's future health not unnaturally focus on the promotional area. The slump was caused by, maybe, 30 to 50 clients pulling out of the medium, Sweeney said, and the problem is for spot to replenish its sources of new business.

Agency men, or anybody for that matter, will seldom agree they would have acted differently had some one sold them harder on a course of action. But in ad circles there is a widespread feeling that the blandishments of competitive air media were what gave spot radio its hardest time during the second half of 1958. One media director's summing up was typical.

"I think we were particularly aware of what was happening to spot radio because we use it and spot tv in tandem," he said. "Let's go back a bit, first. Spot radio got off the ground when it began to offer daytime plans at tempting prices. Then once spot radio picked up it became fashionable and practically everybody began buying. However, as the time began being filled up these packages became scarcer. Either they weren't offered at all, or you couldn't work premium hours into the plans or else they just weren't worth while because any good slot was said.

"Now, that by itself wouldn't have been so bad. But then along came spot tv which by this time had learned from radio how attractive these plans can be. I'm talking now about daytime. I think the daytime tv picture was helped by ABC TV's new programing, too. It focused attention on daytime. At any rate, agencies found some spot tv offerings that were almost as low in terms of cost-per-1,000 as radio. I know I did. Now, other things being equal, you figure spot tv's cost-per-1,000 should be at least twice what radio's is. So it's hard to turn tv down when it's almost as cheap as radio.

"Network radio? Yes, I suppose network radio prices were pretty at tractive to some advertisers but I don't think spot radio lost as much business to network radio as it did to spot tv or even daytime network ty."

A number of media directors charged spot radio with "foolishly" raising rates. One study, however, indicates that published rates at least

changed little. The study, just completed by the Katz Agency compares (1) traffic time rates, (2) daytime rates (9 a.m.-4 p.m.) and (3) night-time rates (after 6 p.m.) during December 1958 and 1957.

In traffic times rates went up 1.4% in the first 50 markets and 1.8% in the first 150. Daytime rates went down fractionally while nighttime rates declined 5.8% in the first 50 markets and 6.4% in the first 150. These calculations cover the cost of a 13-week campaign of 12 one-minute daytime announcements on weekdays. Plans are included except in one case—they are not applied to traffic time rates unless "the conditions of the Plan clearly applied to that classification."

The Katz study used one station per market and Dan Dennenholz, Katz research chief, pieked the station with the largest NCS No. 2 daytime weekly circulation. While this weights the study toward the highest cost station in each market—and may be unrepresentative for that reason—the inclusion of 150 stations and markets should provide some reliable index of spot radio rates.

It is true, of course, that one question the Katz study doesn't answer is to what extent agency complaints about rates are in effect complaints that stations were not as liberal as formerly in under-the-table bargaining.

Another aspect of the spot radio cost picture is the local rate situation, a problem as serious to spot va sit is to spot radio. The reps are seriously concerned about the leakage of national spot money into the local radio column by way of either phoney co-op budgets or else clients blatanily asking local rates for what is obviously a national spot buy.

The problem is not new but the recession gave new impetus to the trend as clients cast around for means of saving money. Spot radio bought this way does not appear in the calculations of its time sales—and so the billings drop may not be as bad as it sounds but the practice of national clients buying at local rates has a dangerous effect at the agency level. The medi adirector of an important air agency tells why:

"I sometimes hate to recommend spot radio even though I know it can do a job for a client. If we do recommend it and then start buying, there's always the fear that the client will pop in one day and tell us that his district sales managers can pick up radio time at a considerably lower cost. This can make us look pretty ineffectual."

There is apparently a contradiction in agencies complaining about (1) higher station rates on the one hand and (2) clients picking up radio at cut rates on the other. The answer is that it depends on whom you talk to. There is clearly more than one factor at work and most people tend to generalize in terms of the problem closest to their heaft.

Nor is the confusion dissipated by reps who say business is currently good and even predict spot radio in general will do better in 1958 than 1957. This can be explained, however, by the fact that some reps are undoubtedly doing better than last year either because of new stations on their list or old stations pushing up their audiences. It is unfortunate for a considerable number of stations that the largesse of spot radio expenditures is not falling evenly on all outlets. Aside from the smaller markets suffering more than the larger ones, many reps contend there is too much agency attention to the No. 1 station in each

Reps have also been complaining about the brief duration of many campaigns. Some of this is due to recession budget-cutting but the origins go back before the recession. Together with smaller market lineups, reps fear that the overuse of spot radio flights is diluting the ability of spot radio to show what it can really do. Here, again, reps say spot radio is undervalued.

Among the remaining factors cited for spot radio's current billings slide are (1) Nielsen figures showing a decline in in-home listening (though Pulse and Hooper show no such decline) and (2) a coincidental change in media strategy by a number of clients which, though it affects spot radio adversely is no reflection on its reputation.

Clearly spot radio has its work cut out. However, four years ago spot radio had a bad fright when time sales fell off from about \$130 to \$120 million. With two boming and a recession at work the future didn't look so good. It wasn't much later when the medium took off on one of the greatest comebacks in advertising. Prognosticators, take note. Things you should know about

#### KMSO

- ★ 191,000 WATTS POWER
- \* CBS, ABC, NBC PROGRAMS
- \* SINGLE STATION MARKET
- ★ 45,000 TV FAMILIES
  - ★ LESS THAN 100 PER M
  - \* SUPER SHOWMANSHIP
- ★ SUPER SALESMANSHIP
- \* SUPER CRAFTSMANSHIP

. . . and now that you know

CALL OR WRITE

GILL-PERNA-OR

KMSO channel 13

MISSOULA, MONTANA



Negro radio from Shreveport



now 5000 watts

The Sauthwest's most powerful Negra station.

Selling 405,000 Negraes in 49 caunties af Texas, Lauisiana and Arkansas.

Top-rated by Haaper. Pulse and Trendex.





# Tv and radio NEWSMAKERS



Mort Bassett joins the Robert E. Eastman Co. this week as vice president and manager of the New York office. He comes to the rep firm from Daytona Beach, Fla., where, for the past 11 months, he was president and general manager of WROD. Prior to that, Bassett spent 11 years with John Blair & Company, where he went from account executive to sales manager of the

National Saturation Group. Bassett entered the broadcasting field in 1936 as a sales research man for NBC. He left in 1941, when he was assistant circulation manager. He then joined Morse International agency as media buyer and assistant radio director. During W.W. II, he served in the public relations division of the Army Air Corps.

James G. Riddell has been named chief executive officer in charge of the ABC Western division. He is also a member of the board of directors of American Broadcasting-Paramount Theatres, Inc., and v.p. of ABC. Riddell began his career in broadcasting in 1931 at WNYZ, Detroit, and was promoted successively through various departments of the station until 1946, when



he was named general manager of the station upon its purchase by ABC. In 1950, he was promoted to president and general manager of WXYZ, Inc. In March, 1958, Riddell was elected to the board of directors of AB-PT. He will assume his new post in February, and head-quarter in Hollywood. Earl Hudson, who has been in charge of the Western division since merger in 1953, will be associated with Riddell in an advisory capacity in addition to handling special projects.



Richard H. Close has been promoted to director of NBC Spot Sales from his present position as director of represented stations for the company. Close started with NBC in 1933 as a page. Two years later he was advanced to the local sales traffic department, and four years hence, to the National Spot Sales traffic department. He has been in the Spot Sales division for the

past 20 years, having been named supervisor of its traffic department in 1912, sales service manager for NBC oSo stations and represented stations in 1913, and then promoted to account executive. Close was elevated to manager of the National Spot Sales Department in 1950, and then, when the department separated, named Eastern sales manager for radio. In 1951, he was named Eastern sales manager, ty.



Donald R. Evers has been appointed general sales manager of KFMB, San Diego. He joined the staff as an account executive earlier this year. Prior to this, Evers was associated with the Bartell Group Stations in various markets. He also served as sales manager for a San Diego independent radioutet, which helped add to his solid background of radio sales experience. A

native of Chicago, Evers received his A.B. from Hope College, in Holland, Mich., and undertook graduate work at Northwestern University and the U. of Wis. He is 30, married and has two children.

Norman F. Best has been named general manager and a vice-president of Campbell-Mithun, Inc. He comes to C-M from Los Angeles, where he was v.p. in charge of account management at Erwin Wasey, Ruthrauff & Ryan. His career in advertising was launched at Lennen & Mitchell in research and merchandising from which he moved into radio program production.



He then joined CBS as a radio producer in Hollywood. Best served his tour of duty during World War II with the British Royal Air Force. After the war, he went to Erwin Wasey as media and research director. For the past eight years, he has been top account management supervisor for its L.A. office. He now lives in Watzata, Minn.



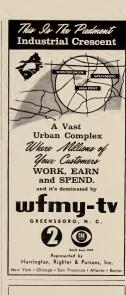
Phil Porterfield has joined Robert E. Swanson Productions as sales manager. He comes to the commercial firm after many years in the various facets of the industry. A native of Ft. Wayne, Ind. Porterfield gravitated to New York where he appeared in several Broadway musicals, followed by a stint in radio. In radio he produced and was featured in shows on NBC and CBS out

of Chicago. He then joined NBC's sales department and from there was appointed national sales manager of WUSN-TV, Charleston, S.C. Most recently he has held the post of national sales manager for RKO Tele-Radio stations in Memphis, Hartford and Palm Beach.

Allen M. Woodall was elected chairman of the board of RAB, Inc. He is president and general unanager of WDAK, Columbus, Ga. Woodall, one of the "founding fathers" of RAB, has been a director of the Bureau since the organization's inception, and has been chairman of the executive committesince 1957. He replaces retiring chairman Kenyon Brown, of KGLC, Miami, Okla, Kenyon Brown, of KGLC, Miami, Okla,



who was lauded by RAB during its recent board meeting for his "contribution to management during his two-year term as chairman." Four new committee chairmen were also named: John Hayes, executive commission; Victor Diehm, WAZL, Hazelton, membership commission; Alex Keese, WFAA, Dallas, finance commission; Herbert Evans, Peoples Broadcasting Corp., by-laws commission.



## SALES EXECUTIVE RADIO AND TELEVISION

Extensive major station background, programming and sales. Completing tenth year with New York Rep in administrative and sales capacity. Current personal sales over \$500,000 annually. Interested in sales, radio or television, in New York or station management anywhere a genuine opportunity exists.



# SPONSOR SPEAKS

#### 1959-a year of great decisions

These are curious days for the air media. In many ways the current situation resembles that described by Charles Dickens in the opening chapter of A Tale of Two Cities:

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair."

As 1958 draws toward a close, both branches of broadcast advertising find themselves in this same state of suspended paradox. The good news is mixed with bad. The sunlight seems strong, but there are shadows on the moon.

Tv is completing its biggest billing year in history. It demonstrated last spring and summer, in the face of the recession, greater vitality than any other advertising medium in America. Network, spot and local business are all good.

But tv today is facing the most serious attacks it has ever known. Powerful critics are demanding stringent reforms in ty's programing and advertising policies.

Radio, too, approaches 1959 with many unsolved, and troubling problems. The recent sluggishness of spot, the shakeups and changes in network operations, and the growing conviction in many advertising circles that radio is failing to present a "quality image" of itself—all these are causing genuine concern to thoughtful members of the industry.

We believe that the coming year will be one of turbulence, ferment and change for both tv and radio. We predict that in 1959 the air media will be faced with the need for great decisions, and new high-level policy-making.

Essentially the problem which now confronts them is a matter of prestige—and pinpointed avenues for reaping the rewards of prestige. If tv and radio are to continue as practical, profitable business operations, they must seek and find new ways to win the esteem of the public, and rebuild the sometimes faltering self-respect of their own members.

Can the air media accomplish these objectives in 1959?



THIS WE FIGHT FOR: Recognition by the industry that the prestige of radio and tv is not merely an artistic, cultural, or public service ideal. It deeply affects both billings and profits.

#### 10-SECOND SPOTS

Suggestion: In tv commercials the razor companies so far have shaved peaches, sandpaper, cactus, balloons and steel wool. There's only one thing left to shave—a porcupine.

Farewell address: The ultimate of street addresses is that of the makers of French's mustard:

R. T. French Co. 1 Mustard Street Rochester 9, N. Y.

Wild goose: For the National Bank of Detroit, Campbell-Ewald Agency had put together a fine commercial for WWJ-TV's 11 O'clock News, Newsman Bob Maxwell was to hold a live goose while he recited, "Christmas is a-comin'/ and the goose is gettin' fat./Please to put a penny/In the old man's hat." Midway through the commercial, the goose honked loudly and took off, was finally captured in the WWJ lobby, Next time the Bank of Detroit had better do its demonstration with golden eggs instead of the goose.

Definitions: Here are some more of those definitions of studio terms by Dee Vincent, announcer at KONO-TV, San Antonio—

Agency man—A person who, 10 minutes before air time, comes in and says, "Well, what have we got for tonight?"

tonight?"

Rear screen—A sack dress which hangs straight over the rear of what might otherwise be an attractive woman.

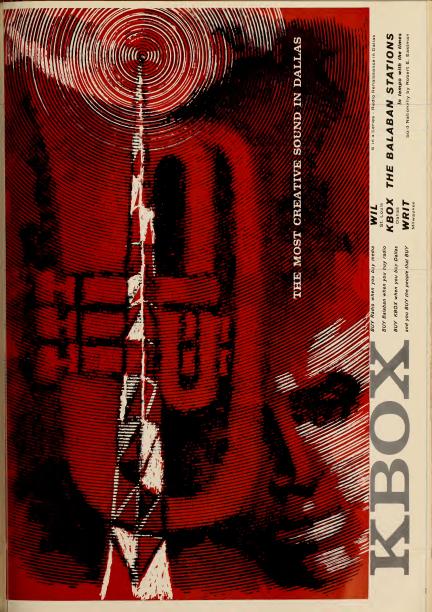
E.T. now—Command which causes the audio man to look frantically through the bin for a record.

Use the scoop—Gather up those damn studio visitors and throw them out.

Dixie belles: The Atlanta chapter of the American Women in Radio and Television recently held what it called a "Cotton Pickin' Conference."

Credit: Blair Tv's Martin Katz suggests this slogan for the new American Express credit cards: "Fly to the moon; you'll be billed in the next world."

Pick-up: From CHUM, Toronto, Stone's Throus—Bob Brown has joined Leo Burnett as an account executive. Previously was ad manager at Chrysler Corp., then account executive at Kenyon & Eckhardt." Sounds like McCall's "Togetherness."





# SACRAMENTO and **STOCKTON**

Together, California's third largest TV market: and only KBET-TV dominates both of these cities. See your H-R Man for latest rating information.

TOTAL AREA SET COUNT: 439,220

# KBET-TV CHANNEL 10



Call H-R Television, Inc. for Current Avails

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

NATIONAL BROADCASTING COMPANY, INC. DENERAL LIBRARY

ED ROCKEFELLER PLAZA, NEW YORK, N. Y.



## **ELGIN'S XMAS BABY SELLS** ALL OVER TV

JWT's heartwarming one-minute commercials with year-old Michael Lang, of Chicago are scheduled on six high-rated network programs plus spot

Page 23

## Radio wallops newspapers in new study

Page 26

**How Cyanamid** sells to the "Farmer's friend"

Page 30

Edsel's Fox faces a tough ad job

Page 34

WDGY, WHB, KOMA, WQAM represented by John Blair & Co wTix represented by Adam Young Inc DIGEST ON PAGE 2

# who says KVTV is the best TV buy in Sioux City?

#### NATIONAL ADVERTISERS SAY SO!

An air check during the week of October 19 through 25 found that:

- National advertisers invested 70% of their TV ad dollars for Sioux City on KVTV.
- Of the 19 national advertisers using KVTV and Station B, 16 invested more than 50% on KVTV.

#### LOCAL ADVERTISERS SAY SO!

This same air check showed these facts about local advertisers:

- Local advertisers invested 71% of their TV advertising dollars on KVTV.
- Of the 8 local advertisers using KVTV and Station B, 7 invested more than 50% on KVTV.

KVTV had 70 exclusive advertisers, both local and national. Station B had 22.

#### ARB SAYS SO!

An ARB Metropolitan Survey made from October 19 through 25 shows that:

- $\bullet$  From sign-on to sign-off, KVTV had 36% more share of audience than Station B.
- KVTV had 312 quarter hour wins. Station B had 128.
- . KVTV carried 19 of the top 25 programs.

To sell your product most effectively in Sioux City, sell on the most watched station in Sioux City—KVTV.





#### PEOPLES BROADCASTING CORPORATION

WGAR, Cleveland, Ohio
WRFD, Worthington, Ohio
WTTM, Trenton, New Jersey
WMMN, Fairmont, West Virginio
WNAX, Yankton, South Dokota
KVTV, Sioux City, Iowa





#### DIGEST OF ARTICLES

#### Elgin's Christmas baby sells on six network shows

23 Heart-warming holiday television commercial, produced by JWT's Chicago office, features year-old Michael Lang in role of wristwatch tormentor

#### Shopping study gives radio edge over print

26 More than twice as many N.Y. area housewives are reached by radio than by newspapers before shopping is shown in Pulse study for WOR Radio

#### Parti-Day tops competitive toppings in Wisconsin

29 Reports from Green Bay test area show that consumer results of day tv are building. Grocers report up to 400% sales increases for Parti-Day

#### What's behind Cyanamid's million tv splurge?

30 It takes community sanction to guarantee purchase of farm chemicals, so tv newsreel program dramatizes the benefits of efficient farming

#### Are radio campaigns too short?

33 Growing use of flights, particularly in spot, makes some wonder if admen have forgotten about the importance of repetition in advertising

#### 1959's toughest advertising job?

34 Madison Avenue scuttlebut favors Edsel's Fox as the man most likely to be nominated for "advertising manager with toughest job of the year"

#### Standard Oil (Cal.) gets \$100,000 promotion free

36 The 26 western stations carrying Sea Hunt for Standard-Chevron dealers provided large scale premiere promotion at no cost to client or BBDO

#### Mitch on local radio pulls 2,390 phone orders

37 Switchboard flooded with calls, Higbee Department store writes album sales at 500-per-hour clip during Miller's visit on Cleveland program

#### Radio revives a grand old brand name—HIRES

38 Root beer maker's 300 spots a week on seven Southern California stations boost sales 90%. Object: revive a household word, rekindle youth market

#### Tv homes: 40% watch nine hours daily

39 A just released Nielsen Tv Index quintile study shows national viewing average at 5:50 hours daily. Also in section, comparagraph on net shows

#### SPONSOR ASKS: Do tv critics really hurt television?

54 With recent heavy criticism of television, two agency men and a ty critic review the effect of this publicity on both the public and industry

#### **FEATURES**

6 Commercial Commentary

49 Film-Scope

20 49th and Madison

58 News & Idea Wrap-Up

[ 4 Newsmaker of the Week

58 Picture Wrap-Up

52 Sponsor Hears

13 Sponsor-Scope

68 Sponsor Speaks

57 Spot Buys

68 Ten-Second Spots

10 Timebuyers at Work

66 Ty and Radio Newsmakers

51 Washington Week

Editor and Publisher Norman R. Glenn

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Rospard Platt

#### EDITORIAL DEPARTMENT

John E. McMillin

#### Executive Editor

News Editor Ben Bodec

Special Projects Editor Alfred J. Jaffe

Senior Editors W. F. Miksch Harold Hazelton Associate Editor

Peta Rankin Midwest Editor (Chicago)

Gwen Smart Western Editor (Los Angeles)

Marjorie Ann Thomas Film Editor

Heyward Fhrlick Assistant Editors

Jack Lindrup Gloria Florowitz

Contributing Editor Joe Csida

Art Editor Maury Kurtz

Production Editor Florence B. Hamsher

**Editorial Assistant** Vikki Viskniskki

Readers' Service Barbara Wiggins

#### ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager Roy Meachum

Production Manager

Jane E. Perry Sandra Lee Oncay, Asst.

#### PROMOTION DEPARTMENT Jane Pinkerton, Manager

Lalitha Nayagam Shirley Elek CIRCULATION DEPARTMENT

#### Seymour Webs

Harry B. Fleischman

#### ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bowe George Becker Laura Datre Priscilla Hoffman Jossia Ritter

Member of Business Publications Audit of Circulations Inc.

BPA

#### SPONSOR PUBLICATIONS INC.

SPONSOR PUBLICATIONS INC.
combined with YV. Executive, Editorial. Circulation and Advertising Offices: 40 E. 49th 52.
49th 6. Maslown New York 17, N. Y. Tale4012 N. Michigan Ave. Phone: SUperior 7-586.
612 N. Michigan Ave. Phone: SUperior 7-586.
613 N. Station of Superior ©1958 Sponsor Publications Inc.

## EASY AS PIE!



NCS No. 3 proves that WHO-TV has the TOP daily circulation in Central Iowa. ARB proves that WHO-TV has top RATINGS.

You know how we do it, of course — WHO-TV gives its public the best there is in television.

This formula works. It includes all well-known NBC features, plus top Iowa celebrities, plus one of the greatest film libraries ever assembled. Ask PGW about our excellent current availabilities — about "futures" that will be coming up at expiration of current seasonal campaigns.

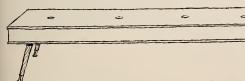
With WHO-TV you can win Central Iowa - easy as pie!

## ARB "1 and 4-Week" REPORT METROPOLITAN DES MOINES

Sept. 21 through Oct. 18, 1958

| FIRST-PLACE QUARTER HOURS REPORTED |     |     |  |  |  |
|------------------------------------|-----|-----|--|--|--|
| 1 WEEK 4 WEEK                      |     |     |  |  |  |
| WHO-TV                             | 235 | 288 |  |  |  |
| STA. K                             | 176 | 131 |  |  |  |
| STA, W                             | 46  | 33  |  |  |  |
| Tine                               |     | 10  |  |  |  |

NOTE: Where a station is credited with the highest rating for a given daytime quarter-hour strip (Mon. through Fri.) that station is credited above with 5 quarter-hours.



WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC-TV, Davenport WHO-TV IS FIRST WHO-TV IS FIRST WHO-TV IS FIRST WHO-TV IS FIRST

WHO-TV IS FIRST WHO-TV IS FIRST WHO-TV

IS FIRST WHO-TV IS FIRST

WHO-TV IS FIRST

WHO-TV IS FIRST WHO-TV

IS FIRST

IS FIRST

WHO-TV IS FIRST

WHO-TV IS FIRST

WHO-TV IS FIRST

WHO-TV

WHO-TV

WHO-TV

WHO-TV

WHO-TV

WHO-TV IS FIRST WHO-TV

IS FIRST

Col. B. J. Palmer, President



P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager Peters, Griffin, Woodward, Inc., National Representatives







# NEWSMAKER of the week

Last week, at the Leo Burnett Co. in Chicago, a Harvard, Harvard Business School-trained marketing man, with a broad background of agency and food experience, took on additional responsibilities. His new post represents a significant change in Burnett's executive structure, and one which many believe will become a common agency pattern.

The newsmaker: Joseph M. Greeley, Burnett v.p. in charge of marketing, and member of the agency's board of directors who now assumes authority for media and research as well as for his own marketing department.

According to Burnett spokesman, the new inter-departmental merger will "strengthen the impact" for Burnett's clients of its overall marketing, media planning.

Behind the move, however, veteran observers see increasing evidence of the mounting importance of the marketing man as a key figure in top-level management.

Actually, Burnett is not the first big agency to group marketing, media and research under one executive head. The system has been in effect at Kenyon & Eckhart for some time with Max Ule responsible, for not only media, marketing and research, but also for promotion and radio/tw departments.

Burnett, however, is the first large Chicago agency to install such a system, and the move is regarded as especially significant due to Burnett's heavy grocery billings (Pillsbury, Kellogg, P&G, etc.)



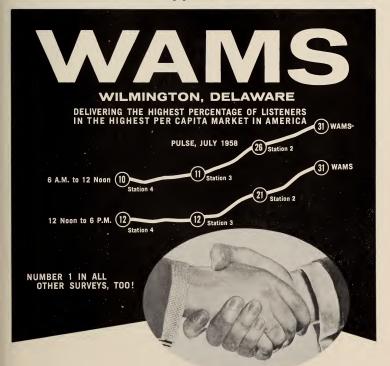
Joseph M. Greeley

As early as three years ago, SPONSOR reporting on "The Advertising Agency in Transition" predicted the trend to greater importance for the marketing man. Here is a SPONSOR quote from that report. "There's a prospect for a big, intramural power play in the emergence of the marketing man as a figure of consequence in the agency. Some marketing directors have already disclosed their thinking on who should control media."

Greeley, who has been with Burnett since 1948, has an impressive background in the agency and marketing field. A graduate of both Harvard and the Harvard Business School, he spent 12 years with Quaker Oats, and with Hecker Products Co., before entering the agency business with Pedlar and Ryan in 1942. He later moved to Dancer-Fütgerald-Sample as account supervisor on General Mills, and joined Burnett to handle the Pillsbury account.

In the new Burnett reorganization of executive responsibilities, v.p. Leonard Matthews was named executive in charge of media and research with v.p. John Coulson heading up research and Thom Wright v.p. in charge of the media department.

# NEWSMAKER STATION of the WEEK WAMS appoints EASTMAN





## robert e. eastman & co., inc.

national representatives of radio stations

NEW YORK: 527 Madison Avenue New York 22, N. Y. PLaza 9-7760 CHICAGO: 333 N. Michigan Ave. Chicago. Illinois Financial 6-7640 SAN FRANCISCO: Russ Bldg San Francisco, Cal. YUkon 2-9760



30 years Service

in the Columbus Area is the key-stone of WRBL policy in providing TOP Quality programs for all Audiences

## WRBI

Pioneer and Leader in Columbus since 1928 Complete local news coverage since 1937 Proudly—a CBS

affiliate since 1939

## WRRI.-FM

First Station in Georgia with Daily Stereophonic Music

FM operation continuously since 1946 . . .

Exclusive FM in Columbus since

It's the combination of Quality and Experience

which makes WRBL Radio the New and Preferred tune-in habit of the Columbus Area

## WRBL RADIO FM

5KW 25KW COLUMBUS, GEORGIA

Represented by GEO. P. HOLLINGBERY



# Commercial commentary

#### Memories of a Christmas Broadcast

I wonder how many of you remember the broadcast from Hollywood of Philco's Radio Hall of Fame on 24 December 1944?

Perhaps few listeners who heard Bing Crosby and Orson Welles on that faraway Christmas Eve will recall the details of the program.

But I think that those of us who were involved in planning and producing the show will

volved in planning and 1 roducing the show will always remember it with special feelings of warmth and affection. December was a bleak month back there in 1944. World War II was grinding to a close, but not as quickly as most Americans had hoped. The Normandy invasion had thrilled everyone. The drive across France had raised great expectations. But when December

whole country seemed to sink in a kind of personal despair that was deeper and more terrible than at any other time during the war. It was as if people everywhere had suddenly become conscious of their own stakes in the conflict, and were praying, "Dear Lord, don't

brought a stalemate and the Battle of the Bulge, the hearts of the

let it happen to me and mine before the end comes."

For those of us, who had spent three doubting, questioning years being inwardly ashamed and deeply self-reproachful because we had no part in the fighting, it meant an extension of our unhappiness.

And, of course, for millions of Americans in France and Italy and England and the Pacific it meant another somber, dangerous Christmas a long, long way from home.

#### Hollywood, of all unlikely places

In the midst of all this, it seemed a bitter, sardonic joke to find oneself in Hollywood at Christmas time.

Southern California will never seem very Christmas-like to any New Englander who associates the holiday with snow and pine trees, and candles in the windows of little white houses.

But that year it was more than the dusty poinsettas and thin sunshine that clashed with the season. It was the whole idea of being in the gaudy "entertainment capital of the world" while the world itself was locked in mortal struggle.

I remember walking into the huge lavish Earl Carroll Theatre on Sunset Boulevard where the Philco broadcasts were held, and thinking that it represented just about everything that was cheap and trivial and unimportant in my own life.

Philco's Radio Hall of Fame, an hour-long show with Paul Whiteman's Orchestra, and a new cast of guest stars every week, was always a difficult program to put together. But trying to do it at that time, and with those feelings, was like walking through molasses.

Moreover, right up until we went on the air, everything seemed to be going wrong. Crosby's appearance was a last-minute decision, reached only after some bitter arguments with his brother Everett.

Orson Welles, whom I had asked to do some sort of "standard classic" (Dickens, if he wanted to) sent in a script that brought from Tom McKnight, the program's director, the doleful prediction that it would "ruin the show."



# Facts Of Broadcasting — DETROIT

In the Home

of the Automobile . . .

Where advertising people

. . . . know their Market, and

. . . . know their media

. . . . along with their Motor Cars . . . .

A top national agency's

own 1958 private survey

disclosed

W-CAR carrying more

Automobile Advertising

-regional, national and dealers-

than any other

Detroit Area station

.

GO
Forther
on
W-CAR
Lowest cost per thousand

Detroit Sells Cars - and Buys W-CAR!

W-CAR-DETROIT · · · 50,000 watts 1130 K



## Look who's advertising on TV now!

Local businessmen—most of whom never could afford spot commercials until the advent of Ampex Videotape\* Recording. For Videotape cuts production costs to ribbons—brings "live local" spots within the reach of almost everyone.

Scheduling to reach selected audiences is much easier too. Commercials can be pre-recorded at the convenience of both station and advertiser, then run in any availability, anytime.

Opening new retail markets and expanding income potentials for stations are just two of many benefits of Videotape Recording. Write today for the complete story. Learn too how easy it is to acquire a VR-1000 through Representation of the property of th

CONVERTS TO COLOR ANYTIME + LIVE QUALITY + IMMEDIATE PLAYBACK + PRACTICAL EDITING + TAPES INTERCHANGEABLE + TAPES ERASABLE, REUSABLE + LOWEST OVERALL COST

850 CHARTER STREET, REDWOOD CITY, CALIFORNIA
Offices in Principal Cities

AMPEX
CORPORATION
professional
products division

\*IM AMPLE CO



Bing, who appeared at rehearsal wearing a tiny Tyrolean hat, took one look at the script, and announced he couldn't play it because he'd "just get laughs." But somehow we staggered up to air time. And then suddenly the miracle happened.

#### A broadcast to remember

From the opening bars of Adeste Fideles, we knew we had a program to be proud of. Bing was singing with all that strength, sincerity and ease that have made him one of the best loved artists of our time. His Silent Night was the truest, purest rendition of the old German carol that I have ever heard. And when, with the Merry Macs, he went rollicking through Jingle Bells, he had the whole audience jumping in his musical sleigh.

Orson's script turned out to be a beautiful dramatization of Oscar Wilde's lovely story, The Happy Prince. Orson did the narration, and Bing played the central character with incredible tenderness (and no laughs). Later a commercial record of the "Happy Prince" was made from this part of the Philco broadcast. If you have never heard it, you should. It is one of the truly great radio classics.

Nor was this all. Bing had just come back from France where he had visited the camps, and on our program he repeated some of the skits and songs he had done for the troops.

He also made a very moving little speech to the mothers and fathers of the boys over there. He said, "I've seen them, and they're all right, and don't worry. The last thing any of them would want is to have their folks worrying about them at Christmas time."

And then Orson who, in his moments of greatness, is unequalled by any reader in the world, began the Christmas story from St. Luke, "Now it came to pass in those days there went out a decree from Caesar Augustus that all the world should be enrolled. And all went to enroll themselves, everyone to his own city. . . .

When he had finished he turned to the audience, and said quietly, "And now, our program would not be complete without this. Bing is going to sing White Christmas." There were 1,500 people in the theatre, and I've never heard anything quite like their reaction to this announcement. There was a gasp, a sigh, a kind of half sob, and then complete silence as Bing finished

"May your days be merry and bright, And may all your Christmases be white."

All in all it was a broadcast to remember. A broadcast which, I am sure, brought comfort and happiness to a great many people.

That is why I have been thinking about it this Christmas time. Our business, the crazy, mixed-up business of advertising and broadcasting is all too often hectic and harried and pressure-ridden and superficial and cheaply commercial.

But most of us who have ever struggled to put on radio and tv programs know that there do come too, however rarely, moments of real truth and surpassing beauty. Moments when, in Matthew Arnold's phrase, "A man becomes aware of his life's flow." When he can see beyond himself, and his own pathetically small part in the world, to something deeper and finer.

"And then he thinks he knows The hills where his life rose And the sea where it goes."

To all of my friends in radio and tv and advertising who have found such moments in their work, I send my affectionate best wishes for a very Merry Christmas.

## "Stocks furniture on tape"



Mr. Robert Breckner V. P. Programming KTTV, Los Angeles

"We Videotaped\* the world's largest home furnishing store, Barker Bros., floor by floor — in one session of less than 5 hours, we recorded a huge collection of furniture, complete with motion. This technique, which has enabled KTTV to capture the immensity of this store and its stock, is helping Barker Bros. and its agency, Mays & Company, get more out of its TV than ever before."



850 CHARTER STREET, REDWOOD CITY, CALIFORNIA

professional products division

\*TM Ampex Corporation



"J," feeling Jolly
Because of the season,
Dons a Santa Claus suit
For a mighty good reason!

'Tis right before Christmas

And all through the land,
Hundreds of sponsors

Are feeling just grand!

Their spirits are high
And not from libation.
An increase in sales
Has caused their elation!

Hundreds of thousands Of L.A. adults Heard their commercials And produced big results!

The Los Angeles station
Which did this big task
Was KHJ Radio.
"How?" You may ask.

KHJ's Foreground Sound Is, simply, the answer. No Santa, no sleigh, No Dasher, no Prancer.

We hope we've helped you, Or that we soon might! Meanwhile, Merry Christmas And to all a good night!





# Timebuyers at work

Ed Ratner, Friend-Reiss Advertising, Inc., New York, reports that his agency handles a number of toy accounts which are unfamiliar with tv. "They have all heard about the magic of tv and its fantastic successes," Ed says. "And because they have also been told that tv is terribly, terribly expensive, they generally try to 'play it safe' by fol.

lowing the pattern set by 'Whatch' annacallit Toy Co.' in its 'fabulous campaign—using the 5 to 7 p.m. slot exclusively. 'Who watches in the morning?' they ask. So in the last few months 1 had literally to force three clients with products that appeal to pre-school youngsters to use 9-10 a.m. and noon-time kid shows. I felt we would be reaching the right audience with the right product during "C" time at a better cost-per-I,000 than late



afternoon "B" time. And, although I knew that pre-schoolers watch the later shows, too, I also knew that eight- nine- and 10-year olds had no interest in our products. The result? Shows like Shari Lewis' Hi Mom on WRCA-TV and Cartoon Playtime on WNEW-TV, New York, made me a hero; all three clients will be back on tv in January, not next September. Audience composition was the key."



David Lawrence, Beckman-Koblit, Inc., Los Angeles, feels that while the first considerations in buying should be audience, availabilities, cost, composition and station personality, merchandising can greatly increase the power of the purchase when properly handled. "General merchandising plans are usually ineffective,"

g pains are usuany memercusty but a plan specifically tailored to fit the client's needs can give a campaign considerable extra mileage. "We've been able to work out some excellent plans by sitting down with the station representative and the stations' merchandising directors. For example, we've used station personalities very effectively in these merchandising campaigns by building contests around them; the contests snow-balled and really broke the ice

when entering new markets." Dave feels that it's important that timebuyers learn more about merchandising and create their own merchandising plans for both the client as well as the market. "Merchandising," Dave says, "can be of tremendous value—but the plans must be developed in terms of specific marketing problems."

# YOUR 1959 BUSINESS WILL BE UP

because you'll get more of it if you read

SPONSOR's 12th annual

# FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts Full copies of Fall Facts BASICS available for \$1

## Reprints of the popular BASICS charts sections:

|                         | 1 10 9                             | 35 cents each              |
|-------------------------|------------------------------------|----------------------------|
| 16 pages on Marketing   | 10 TO 49                           | 25 cents each              |
| 16 pages on Radio       | 10 TO 49<br>50 TO 99<br>100 TO 499 | 20 cents each              |
| To pages on Radio       | 100 TO 499                         | 15 cents each              |
| 24 pages on Tv and Film | 500 TO 999                         | $12\frac{1}{2}$ cents each |
|                         | 1,000 OR MORE                      | 10 cents each              |

Prices include postage

For fast delivery, use the coupon below:



This angel is an enlarged portion of the capital letter "F." shown al right, from the Christian ABC Book "Vorschriftbuch," or copybook used in the writing school in the Ephrata Cloisters, Ephrata, Pennsylvania, circa 1750.

Courtesy of Ephrata Claister Associates, Inc.



WGAL-TV and the Steinman
Stations best wishes for
the holiday season
and a happy and
prosperous New Year

#### STEINMAN STATIONS

Clair McCollough, Gen. Mgr.

WGAL-TV, Lancaster, Pa. • WGAL, Lancaster, Pa. • WDEL, Wilmington, Del.
WKBO, Harrisburg, Pa. • WORK, York, Pa. • WRAW, Reading, Pa.
WEST, Easton, Pa. • WRAK, Williamsport, Pa.



Most significant tv and radio news of the week with interpretation in depth for busy readers

## **SPONSOR-SCOPE**

20 DECEMBER 1958
Copyright 1958
SPONSOR

All's well with R. J. Reynolds and spot radio: Esty this week advised station reps that Reynolds was renewing contracts to cover 1959.

Renewals are for 52 weeks—which makes the account one of the golden citizens of spot radio. Estimated expenditure: about \$5 million a year.

Another one for the bewailers of tv's "deterioration" to chew on: NBC TV has committed itself for \$1 million on two specials it hasn't even begun to sell.

They are: Mary Martin (\$525,000 gross) and Lawrence Olivier in Moon and Sixpence (\$550,000 gross). The Olivier show will be finished shortly on tape.

-

Pat Weaver erupted back into trade talk this week.

Core of the speculation: The one-time NBC chief executive, progenitor of the tv special, etc., is moving into McCann-Erickson as a consultant.

Corollary thinking: The time is not far off when the \$6-7-million Kaiser account will leave Y&R to come under Weaver's personal wing at McC-E—a la the participation deal Terry Clyne got when he delivered the Bulova account to the same agency.

•

That Beep-Beep phonograph record—whose comedy lyrics star a Cadillac and a Nash Rambler—could turn out a costly item for radio stations: Mercury, via K&E, has already threatened to cancel any station that plays the Beep-Beep tune within earshot of a Mercury commercial.

The warning was issued last week on K&E stationery. There's a good possibility that a similar order to desist will come from JWT in behalf of Ford.

Agency marketers and planners have completed their initial survey of 1959 horizons. Here are some of the trends and phenomena they envision:

A new party line is spreading among top-ranking national advertisers that's going to make it tougher for the competitors of tv next year—and that includes radio.

These leaders are telling their sales organizations and dealers that their new plans will pour and prestige.

our and prestige.

In the bid for shelf and floor space, they're bent on associating a product's image with the twin halo of the medium itself as well as its sales power.

This thinking obviously puts a heavy premium on the psychological impact a campaign will have on the sales force and the retailer.

To recall the past year's (1958) fashionable approach: The talk was of low-cost mass media and millions of impressions.

Marketingmen and agency planners additionally see to entering the competitive lists for 1959 with a major asset it didn't have until recently: flexibility.

Here's how that's been brought about: (1) Shortterm contracts on the networks; (2) the elimination of the must-buy rule on CBS TV; (3) added ways to spread the risk on the networks; and (4) individual station plans that make participation all over the schedule easy and materially reduce the cost-per-thousand.



San Francisco gave new national spot radio business a lift this week with these two sizable campaigns:

RALSTON PURINA (Guild, B&B): Schedules from 26 January into April for Ry-Krisp, Wheat Checks, and Rice Cheks; the number of spots and stations differ according to markets.

STOKLEY-VAN CAMP (Lennen & Newell): The frozen foods divisions will have campaigns in package form running in 15-20 markets, starting 16 January.

Because not all the major spot-buying agencies are in agreement on what constitutes the top 25 markets, it's interesting to note how an agency heavy in grocery goods ranks the leaders. Here's how Benton & Bowles does it.

| 1. | New York     | 8.  | Pittsburgh    | 14. | Hartford    | 20. | Buffalo           |
|----|--------------|-----|---------------|-----|-------------|-----|-------------------|
| 2. | Chicago      | 9.  | San Francisco | 15. | Milwaukee   | 21. | Atlanta           |
| 3. | Los Angeles  | 10. | St. Louis     | 16. | Cincinnati  | 22. | Providence        |
| 4. | Philadelphia | 11. | Washington    | 17. | Dallas-     | 23. | Kalamazoo-        |
| 5. | Detroit      | 12. | Minneapolis-  |     | Fort Worth  |     | Grand Rapids      |
| 6. | Boston       |     | St. Paul      | 18. | Kansas City | 24. | Johnstown-Altoona |
| 7. | Cleveland    | 13. | Indianapolis  | 19. | Baltimore   | 25. | Seattle-Tacoma    |

CBS TV this week doused the high hopes some affiliates had entertained about using their Ampex tape machines for delayed broadcasting of network programs.

The rules for taping as laid down by the networks are so stringent that a taped delay is out of the question unless it is of transcendental importance or the time-zone situation makes it imperative.

In a letter to stations, noting first that the purpose of a network is in simultaneous broadcasts, CBS TV listed these conditions for permission to delay:

- 1) No taping whatever unless prior permission had been asked, and the network and advertisers consent.
- 2) The written request for taping, at least 10 days in advance, must specify the rebroadcast time, the substitute program, and assurance that the delayed broadcast will be erased within six hours of use.

Where the real hitch comes in: All the unions involved will have to be contacted as part of the processing by the network. Also, CTN (the new initials that the network would prefer to be known by) reserves the right to cancel a permit on six davs' notice.

The network says it wants to protect its shows from winding up on a theatre screen in Patagonia or a French village.

K&E media analyst Bud Sherick this week raised a provocative point about the wisdom of buying spot tv on the basis of accumulative rating points.

Sherick maintains that spot buying instead should be designed to meet the coverage and frequency objectives of a campaign.

To make his point, Sherick cited two examples of schedules and showed some of the wide divergencies you can get by different buying methods.

Schedule I involves five participations each Monday through Friday in daytime A and B strips. Schedule II calls for three participations a week in an A time strip, two participations a week in a B time strip, and five weekly spots in a late movie.

The results, as Sherick figures them:

|                         | SCHEDULE I | SCHEDULE II |
|-------------------------|------------|-------------|
| Total rating points     |            |             |
| 1 week                  | 82         | 78          |
| 4 weeks                 | 328        | 312         |
| Cumulative audience     |            |             |
| l week                  | 25%        | 40%         |
| 4 weeks                 | 40%        | 60%         |
| Avg. exposures per home | 8.2        | 5.2         |



Schlitz (JWT) this week became the first advertiser to place an order with CBS TV under the network's new plan whereby the minimum buy replaces the must-buy concept.

The brewer's order is for about 120 stations Saturday 10:30-11 p.m., starting in May. This lineup differs from what had been the norm under the old rule in that it does not include many of the top 35-orse markets.

Salient provisions of the new way of buying CBS TV, as passed on to agencies this week:

(1) The minimum night-buy is 80% of the hourly basic requirements, figuring \$99,700; (2) the minimum day-buy is 75% of the basic requirements, which comes out to about \$23,000 a quarter-hour; (3) the network reserves the right of time recapture on two counts: (a) if another advertiser offers to fill in "insignificant" regions omitted from the incumbent client's lineup, and (b) if there's a better offer later for a period that an advertiser picked at less than the minimum percentage.

•

Educational level apparently affects the viewing of tv variety shows less than most major programing types. From egghead on down, the appeal of variety is uniform among adults.

Not so with westerns and hour drama. The former gets a noticeably higher vote among the less-educated; for hour dramas the reverse is true. Here are the average ratings for these three types (figures in parentheses give the number of shows involved)

| WESTERNS (10) | HOUR VARIETY (11)    | HOUR DRAMATIC (6)                   |
|---------------|----------------------|-------------------------------------|
| 30.2          | 23.1                 | 17.6                                |
| 32.2          | 24.1                 | 19.5                                |
| 25.6          | 24.1                 | 21.2                                |
| 29.6          | 23.8                 | 19.4                                |
|               | 30,2<br>32.2<br>25.6 | 30.2 23.1<br>32.2 24.1<br>25.6 24.1 |

Quiz shows meantime fare best among those who are low on the educational ladder. Situation comedies and mysteries, on the other hand, do pretty well all around.

Incidentally, here's the breakdown for Omnibus: didn't complete high school, 7.6; high school graduates, 5.4; attended college, 10.4; national rating, 7.5.

Source: NBC research based on Jan.-Feb. 1958 Nielsen data.

\_

A change in the competitive climate between the reps and the radio networks is already perceptible. On the whole, it's growing a little milder.

You can attribute this to two recent developments: (1) CBS Radio's cutback in its commercial schedule, and (2) Todd Storz' affiliation in Oklahoma City with NBC Radio.

In fact, a rep, who had been quite voluble in vaunting the inroads made by independent stations on the rating leadership front, this week told SPONSOR-SCOPE that he no longer wanted to be tarred with the anti-network brush. He says each station has to consider what's to its best individual interest.

You can expect the major ad agencies in tv to quadruple their efforts in 1959 to track down scraps of evidence about the effects of commercials on viewers.

The big continuing job in that direction is being done by the P&G agencies in three cities. They want to find out (1) what the viewer recalls about the commercial, and (2) which position on a program is more effective.

Telephone calls are made the day after a new commercial hits the air. Out of 2,500 dialings, there's usually a random sample of 200.

Meantime JWT's Chicago office has a running examination of the degree of attention commercials receive during the course of an evening.

Other studies JWT has on tap: (1) Relative value of a name announcer over a run-of-the-mill pitchman; (2) how much does sponsor identification with program or star affect the impact of a commercial; (3) what's the relative value of a 60-second and 20-second commercial.

Network radio had quite a surge of new business this week.

CBS picked up over \$2.5 million in renewals and new business, while NBC accumulated a hefty package of billings via Borden, Lewis-Howe, Surf (Lever), Pepsodent mouthwash, Alcoa, Volkswagen, and the Philip Morris brand.

CBS's list included: Bristol-Myers, Lewis-Howe (each accounting for over \$1 million in renewals), Surf, Borden, and O-Tips.

Perhaps the crowning coup in the effort of New York radio and tv stations to bridge the newspaperless void created by the strike: WRCA-TV bunching 14 N.Y. Times staffmen to read the news they "might have written" for the Sunday edition.

New York air media as a whole did a yeoman job in keeping the metropolitan area updated, not only on the flow of news but the comment as well.

(For details of what the various stations did see WRAP-UP Radio Stations, page 58.)

The Bates agency this week took exception to the average rating that Benton & Bowles gave itself in comparison with other agencies, based on the first November Nielsen (see 13 December SPONSOR-SCOPE, page 15).

Points in Bates' brief:

(1) B&B should have included all its 13 nighttime network shows, instead of confining itself to seven, in which event the rating would have been 22.6, rather than the self-determined 26.5; (2) the average for Bates' 14 nighttime programs is 22.0, not the 21.3 that B&B had figured.

Y&R, Chicago, apparently has a media department that doesn't hew to the old agency dogma: don't urge the client to change horses in mid-stream if he's happy with what he's got running.

This week's example:

Right in the middle of a nighttime spot tv campaign, the agency induced Northern Paper Mills to sink all the money involved into daytime.

The idea is that you thus get better efficiency in audience and a lower-cost-perthousand if your prime target is the housewife.

Advertising will start off 1959 with a pair of aces back to back.

ACE I: The biggest flood ever of new products in all consumer fields, many of them revolutionary innovations. To introduce the newcomers—as well as buck the expected on-slaughts of competition—more money will come out of reserve funds.

ACE II: There'll be a mammoth drive in the durable consumer field to maintain price lines. Manufacturers will support this effort with a lot of added sweetening in the advertising pot.

Next time anybody refers to local radio as one big perpetual jukebox, ask him whether he's been listening to that type of radio recently.

If he had, he would have noticed that there's a lot of program experimenting and improvements of format going on.

For example, many stations are putting a long-hair or semi-long-hair accent on their nighttime programing.

Not only have such stations gone symphonic in the later hours, but they've found sponsors for this fare.

The cue in no small measure apparently came from the growing success of fm.

For other news coverage in this isaue, see Newsmaker of the Week, page 4: Spot Buys, page 57: News and Idea Wrap-Up, page 58; Washington Week, page 51; sponson Hears, page 52; Tv and Radio Newsmakers, page 66; and Film-Scope, page 49.

# Persuaders in the Public Interest

The story of a little-known band of men and women who created a Hundred Million Dollar Non-Profit Trust that works for the public good

By JASON WEEMS



Last summer, a father, driving his vacationing family through one of our great national forests, pulled up for the view where a

mountain road looked down on a

deep, wooded canyon.

Filling his pipe, he flared a kitchen match with his thumbnail, in the Western manner.

"Hey, Pop," cried his eight-yearold son, "don't throw that match out the window, break it. You know what Smokey the Bear says."

Smokey has been urging people to take such precautions against starting forest frees for 16 years. You've probably seen his messages on posters, on TV, or in print. Or heard them on the radio.

Smokey, who now lives in the Washington, D. C., zoo, was a real-life bear cub. A forest ranger found him wandering in the smoke of a forest fire which had consumed his mother. Advertising men dressed him up in print as a forest ranger and made him the greatest fire fighter of them all.

As a result of his efforts, the U.S. Roserts Service estimates that, since 1942, 600,000 forest fires did not start; 260 million acres of timber did not burn; and nearly 10 billion dollars of damage was not done.

#### Who Made Smokey a Hero Fire Fighter?

Smokey got his start in the firefighting business in 1942 when the U.S. Forest Service called for help from a unique business organization called The Advertising Council.

You've probably never heard of The Advertising Council, but it is unlikely that a day passes in which you are not exposed to the persuasive messages, prepared and disseminated under its auspices, on the air or in print. This is a good thing for you, and for you country.

It all started when an advertising man had lunch with a Princeton professor and three officers of the Rockefeller Foundation in New York. This was in the spring of 1941,

#### The Adman Stuck His Neck Out

The professor was doing research in communications under a Rockefeller grant, so the lunch table talk naturally turned to the art, or science, of communication. That was when the adman stuck his neck out.

He said all foundations were making two mistakes in policy. First, they spent most of their money on the *increase* of knowledge and very little on the distribution of it. Sec-

ABOUT THE AUTHOR—Jason Weens is the per none for nor of America's most versatile men, the had been successful as a Bible salesman, a printer, an advertising writer, a back and magazine publisher, a government afficial, the head of a social science research laboratory and consultant to a large Foundation. He is the author of several books.

ond, when they did spend money on the distribution of knowledge, they used old-fashioned horse-and-buggy methods, and ignored the modern high-speed effectiveness of motion pictures, broadcasting, and adver-

Seeing a responsive gleam in the eyes of the late, great Dr. Alan Gregg, world-wide student of medical problems for the Rockefeller Foundation, the advertising man went on to elaborate his idea in terms of what advertising could do to spread new medical knowledge among all the people.

#### Persuasion for the Public Welfare

His convictions, widely shared by many advertising men at that time, boiled down to this:

- 1. American advertising facilities and techniques had become the most effective means for the communication of new knowledge, and for persuasion to use it, which the world had ever seen.
- 2. This means of communication could be used just as effectively in the public interest as it was being used in the private interest.
- Advertising being a communication facility developed by business, business itself might well consider making it available for public welfare projects and organizations.

Out of these convictions The Advertising Council was born in Novem-TURN PAGE ber, 1941. Its initial organizers and financial supporters were the six official organizations of national advertisers, of magazine, newspaper, radio, and outdoor media owners. and of advertising agencies.

It had barely been organized when it was called upon to play a greater role than any of its founders had envisioned.

#### The Stab in the Back

On December 7, 1941, the Japanese struck Pearl Harbor. A country at war found itself faced with vast new problems which could be met only with the cooperation of all the people.

Scrap metals, rubber and paper were needed in vast quantities, and they had to be gathered up from every farmyard and city cellar.

Fats and wheat had to be saved to send to our allies.

War Bonds had to be sold.

Merchant seamen, WACS, WAVES, and nurses had to be recruited.

Victory gardens had to be planted. Altogether, before the war was over, civilians had to be persuaded to do more than one hundred things like this.

Great Britain, faced with the same problems, had turned to paid government advertising to help solve them. This made the government by far the biggest, and almost the only, advertiser in the country. Some felt

#### "42 years with chalk on my sleeve"





AMERICA'S LEADERSHIP DEPENDS ON FIRST-RATE SCHOOLS

BETTER SCHOOLS-In 1958, State DELITER SCHOOLS—In 1998, State School Committees increased in numbers and Parent-Teachers Association membership rose, Citizen concern about our schools and what they teach is at a new high level.

this was a potential threat to freedom of the press.

#### America Chose a Better Way

Our government turned to the newly formed Advertising Council, which quickly became the War Advertising Council.

The Council called for volunteers. Advertising agencies supplied talented people to prepare the messages needed. Advertisers, magazines, newspapers, radio stations, and outdoor poster companies supplied advertising time and space to carry the messages to the country.

All these interests responded through the War Advertising Council. America responded to the mes-

By the end of the war, more than One Billion Dollars' worth of government messages had been published and broadcast as a contribution of American business to the war effort.

The results proved what advertising men had long believed: that advertising could as effectively inform and persuade people to act in the public interest as it had in their private interest.

#### Waging the Peace

When the war ended, many in the War Advertising Council thought its usefulness was over. There were more who felt that the instrument of public information, which the Council had created, was far too valuable to be reserved for war.

The government still had jobs of public information which needed doing . . . such as forest fire prevention, and the sale of Savings Bonds; and there was the original Council concept of broad public service such as assisting the work of the Red Cross, CARE, March of Dimes, the National Safety Council, and many others. The word "War" was dropped from the name, and The Advertising Council continued. But here it faced a new problem.

#### Who Decides What's in the Public Interest?

Under the imperatives of war there was no question about what projects the Council should undertake, but when it came to non-governmental organizations and non-war projects of government departments, who was to determine which ones were in the public interest?

The businessmen who were the financial supporters and operators of the Council's facilities did not feel it was in the public interest that they alone should decide such questions.

As a result, a Public Policy Committee was created. This was a group of 20 of America's most distinguished citizens with backgrounds and experience in various areas of American life. One of the first to accept an invitation to serve was Dr. Alan Gregg, who remembered the luncheon where he first heard how advertising might help solve some health problems.

On this page you'll find a list of the men and women who serve, without pay, on this Public Policy Committee. They are drawn from business, labor, education, agriculture, the religions, medicine and public affairs. They represent no one but themselves and the best interests of their country, as they see them.

When a project is presented for The Advertising Council's support, the Board of Directors first decides whether or not it can benefit from broad national advertising. If they decide it can, it goes to the Public Policy Committee which votes on whether or not it is importantly in the public interest. The Public Pol-

Public Policy Committee of The Advertising Council

CHAIRMAN PAUL G. HOFFMAN VICE CHAIRMAN

EVANS CLARK, Editorial Board, New York Times SARAH GIBSON BLANDING, President, RALPH J. BUNCHE, Under Secretary,

United Nation BENJAMIN J. BUTTENWIESER, Partner, Kuhn, Loeb and Campany OLIVE CLAPPER, Publicist HELEN HALL, Director, Henry Street Settlement

CHARLES S. JONES,
President, Richfield Oil Corporation
LAWRENCE A. KIMPTON, Chancellor, University of Chicago

University of Chicago
A. E. IYON, Executive Secretary,
Railway Labor Executives Association
JOHN J. McCLOY, Chairman,
The Chase Manhattan Bank
EUGENE MEYER, Choirman,
The Washington Post & Times Herald WILLIAM I. MYERS, Dean of Agriculture,

Cornell University

ELMO ROPER, Public Opinion Analyst

HOWARD A. RUSK, M.D., New York

University-Bellowe Medical Center

STANLEY RUTTENBERG, Research Director,

BORIS SHISHKIN, Assistant to the President, AFL-CIO GEORGE N. SHUSTER, President,

Hunter College Hunter College
THOMAS J. WATSON, JR., President,
International Business Machines Carp.
HENRY M. WRISTON, Executive Director,
The American Assembly

#### HELP US KEEP THE THINGS WORTH KEEPING



BUY U.S. SAVINGS BONDS

Ad from the current Treasury Bond campaign, Started at the outset of World War II, it is the old-est continuing campaign on the Council's docket.

icy Committee must approve the project by a three-fourths vote before the Council will tackle it.

#### What Kind of Projects Are Approved?

Since the War, The Advertising Council, with the approval of the Public Policy Committee, has presented numerous national problems for your information and consideration, and programs for your support and action.

There are emergency programs, such as appeals of the Red Cross for disaster funds.

There are periodic programs, such as the one called "Religion in American Life", which reminds you of the strength to be drawn from attendance at your church or synagogue. (Gallup polls have shown a steady increase in attendance at religious services since this program started.)

Other programs, such as Forest Fire Prevention, have been continuous over a period of years. One is the Stop Accidents campaign for the National Safety Council. It has helped bring the traffic toll to a new low per vehicle-miles traveled. Still another is the drive for Better Schools, which has stimulated formation of State School Committees, and increased membership in Parent-Teachers Associations. Result: citizen concern about our schools and what they teach is at a new high level.

One of the largest and oldest is the campaign in support of the U. S. Treasury for the sale of Savings Bonds. You have probably responded to both your own and your country's benefit.

#### Doesn't Wait to be Asked

When the Council sees a developing national need which calls for the help of better public information, it tries to get a program started.

A recent example was creating and getting support for a program of 'Confidence in a Growing America" in the spring of 1958. Twenty million dollars' worth of advertising time and space told Americans why they were justified in having such confidence. This helped avert the development of a "depression" psychology. Government, economic and business leaders say it helped reverse the downswing of last spring.

#### More Than 100 Million Dollars a Year

Altogether, the programs of The Advertising Council get more than 100 million dollars' worth of support every year.

The support comes from American corporations, large and small. It comes from owners of magazines, newspapers, television and radio stations, outdoor and transit advertising facilities. It comes from the volunteered talent of America's leading advertising agencies.

Most of it is represented by donations of advertising time and space. But there's also cash to support the necessary staff work of the Council and some of the programs it originates.

A great deal of it results from the devoted services of a group of some 70 of America's leading corporation officers who serve the Council, without pay, as its Industries Advisory Committee.

The next time you hear from Smokey the Bear, you might like to remember the uniquely American institution that put the words in his mouth for the good of us all.

The Advertising Council demonstrates by actions, not words, the social responsibility of American business and the power of advertising in the public interest.

Even more important, it has proved that Americans will move to solve the problems of their society with intelligence, sacrifice, and courage whenever they are adequately informed of these problems and persuaded that they need solving.



Traffic fatality rate



Public interest in



Savings Bonds



Church and synagogue attendance rises



depression psychology



Annual Campaign during March drive





Neighborhoods are our Nation's strength



Aided the attack on paralytic



in colleges



Helps 2100 United Community Chests



Register, Vote



aid through three major faiths



Truth Dollars



The Advertising Council . . . for public service If you would like to know more about this work, this magazine suggests you write for a free booklet to The Advertising Council, 25 W. 45th St., New York 36, New York.



Houston audience-K-NUZ delivers the largest purchasing power\* or ADULT spendable income audience in the Houston market!

"Special Pulse Survey (Apr.-May, 1958) \*Nielsen (June, 1958)

STILL THE LOWEST COST PER THOUSAND BUY



#### National Reps.: Forioe & Co .-

New York . Chicago Los Angeles • San Francisco Philadelphia • Seattle

Southern Reps.:

CLARKE BROWN CO. New Orleans . Atlanta In Houston: Call Dave Morris JA 3-2581



#### 49th an Madison

#### Fortune article

I am very impressed with your manner and method of the handling of the "FORTUNE" story.

If you have any additional copies, I would appreciate as many as I can have up to fifty. They will go to my key people, members of my board of directors, and my stockholders.

Please accept my personal appreciation for an objective report which keeps the records straight and does much to encourage us to be as big as our media.

R. J. McElrov pres., KWWL-TV Waterloo, lowa

Could Fortune's recent slanted predictions of doom for tv be actually a gentle but not-so-subtle push toward the brink of economic ruin for commercial ty which its editors hope they see? Can this highly exceptional exposition of questionable trends in the industry actually reflect a calculated strategem by Time-Life-Fortune, etc., for the ultimate recapture of lost revenues for their own coffers?

Their deduction that pay tv is inevitable poses a happy solution to the tug-of-war for fat advertising budgets which the print media may be losing at this moment. Can this whole Fortune thing be loaded wishful thinking when all the half-facts, errors-of-omission. and blown-out-of-all-proportion statistics are drained out of it? I am happy that my subscription expired with the December rather than the November issue.

> Jack Sholar Local-regional sales mgr. WSPA-TV

Spartanburg, South Carolina

Your article on the Fortune Magazine piece this week is the finest thing I have read in our trade press in recent months. Congratulations!

Charles S. Cady National sales manager WCSC-TV Charleston, S. C.

#### Farm issue

Many thanks for sending us the forty copies as requested of the 25 October issue of SPONSOR which carried the farm radio & tv section. You will be interested to know that these copies were distributed at the National Farm Directors associate meeting on Sunday morning of the annual convention at the Conrad Hilton in Chicago.

The subjects covered in this article were almost identical to the list of problems selected for discussion at this meeting and I can assure you that the books were well received by the station management and sales personnel in attendance.

> Frank Mathews Crosley Broadcasting Corp. Chicago, Ill.

#### Missing credit

Thank you for using our capsule case history in your November 29th issue on auto dealer Rosen-Novak's results on our Movie Masterpiece.

Response to their advertising on KETV has truly been remarkable and we are proud to make their results known to the industry via your publication.

There was, however, an inaccuracy in the report. No agency was listed for the Rosen-Novak account. Instead, their advertising placement on KETV was indicated as "direct." This is not correct. It would be a serious oversight to omit the name of the Universal Advertising Agency of Omaha as the organization responsible for much of the success Rosen-Novak has enjoyed on KETV.

> Robert F. Coats prom. mgr. KETV, Omaha

SPONSOR regrets that information furnished by a usually reliable source was incomplete and is glad of this opportunity to correct it.

#### Rating series

I read with interest your 1 November article on Nielsen and wonder if you will be so kind as to send me copies of the other reports in the series on Ratings?

The issue dates are as follows: The Pulse, 20 Sept.; ARB, 27 Sept.; Trendex, 4 Oct.; Videodex, 11 Oct.; C. E. Hooper, 18 Oct.

> Ted Workman Ted Workman Advertising, Inc. Dallas

SPONSOR is always glad to reprint any article



My boss, Joe Rahall has asked me to-

Wish "You'all"....

#### HAPPY HOLIDAYS

from the Rahall Radio Group

Allentown, Pa WKAP OGGIE DAVIES, Mgr.

WFEA

Manchester, N. H.

GENE MOREHOUSE, Mgr.

St. Petersburg, Fla. Marshall Cleaver, Mgr. Beckley, W.Va.

WWNR

Dick Воотн, Mgr. Norristown, Pa.

WNAR

JOHN BANZOFF, Mgr.

Represented Nationally by WEED & CO. Joe Rahall, President-"Oggie" Davies, General Manager



# TAMPA - ST. PETERSBURG ... market on the move!

Giant fleets of highway haulers are on the move in the MARKET-ON-THE-MOVE . . . TAMPA—ST. PETERSBURG . . . speeding commodities to and from the North, linking this rich market with others throughout the nation. Excellent trucking facilities help spark the amazing industrial expansion in the Twin Cities of the South — NOW IN TOP 30 MARKETS — 30th in retail sales, 27th in automotive sales, 29th in drug sales.

Keeping pace with this growth is the station on the move — WTVT — first in total share of audience with 30 of the top 50 programs. WTVT, with highest-rated CBS and local shows, blankets and penetrates the MARKET-ON-THE-MOVE . . . TAMPA — ST. PETERSBURG.

\*Latest ARB

station on the move...

#### WTVT

TAMPA - ST. PETERSBURG



The WKY Television System, Inc.

WKY-TV Oklahoma City WKY-RADIO Oklahoma City WSFA-TV Montgomery

Represented by the Katz Agency



#### Elgin's amazing Christmas baby

- ▼ JWT shot 6,000 feet of film to produce a one-minute "commercial of the year" with Michael Lang of Chicago
- ▼ Elgin calls their watch-punishing baby "our greatest salesman," and schedules him on six network tv programs

Between 25 November and 20 December of this year, Mike Lang, the quizzical hero of Elgin's award-winring holiday commercial, has entered more homes, been seen by more people, and committed more mayhem than any other baby in history.

Mike has dropped, banged and dunked that Elgin wrist watch on no less than six high-rated network programs, Sugar Foot, Cheyenne, Playhouse 90, Wagon Train, Perry Mason, and Perry Como, each one of which,

according to J. Walter Thompson's estimates, reaches "more than 10 million homes."

In New York City, where he is also appearing on spot over WNEW-TV, Mike has demonstrated the shock-proof, water-proof, and baby-proof qualities of Elgin more than 70 times during Elgin's pre-Christmas promo-

His fan mail, which began with his very first network appearance, has been building like a matinee idol's. Delighted listeners have been writing to Elgin
"I dislike so many tv commercials, but
I must tell you how much I appreciate
your appealing baby."

Jack Baity, JWT account executive calls him "the greatest little salesman for Elgin since time or watches began!"

And Elgin's own confidence in the performance of their wonder child, is reflected in the solid fact that Elgin's 1959 tv appropriation will be at least 50% larger than in 1958 (estimated by SPONSOR at 81 million.)

Behind Mike's success (his one-minute spot tied for "Commercial of the Year, at the annual Chicago Copywriters' Club awards, even before its network appearance) lies an impressive story of pains-taking creative work, and careful marketing planning.

In a very real sense, the Elgin com-

#### MIKE IS TOUGHER ON A WATCH THAN JOHN CAMERON SWAYZE; I



Fascination. While Dad is baby-sitting
Mike reaches for the Elgin. Below him is
a tiled kitchen floor. Look out—ooops!



2 Determination. Mike, not satisfied with a table-to-floor drop, bangs the Elgin a couple of more times on the tiles



3 Exploration. Better watch out, pup. Mike has plans for using that dog dish. You can tell by the glint in his eye

mercial dramatically illustrates the close integration of product, marketing, media, and creative thinking, which is increasingly characteristic of the best modern advertising.

Elgin's baby commercial, and Mike's discounties of the state of the state of the control of the No. 1 watch-torturer, began early last year with a thorough analysis of Elgin's product, sales and distribution problems by JWT's Chicago office.

A veteran in its field, the Elgin National Watch Co, had been hard hit by low priced competition, and by a growing trend toward retailing watches through non-jewelry outlets.

Watches such as Timex (world's largest seller) had pre-empted an increasing share of the market in the \$7 to \$17 range.

Simultaneously Elgin's traditional outlets, the jewelry store and the jewelry departments of department stores, were selling less and less of total watch volume.

The advertising problem faced by

the Elgin agency was to find ways to motivate the consumer to pay a little more for a quality watch, and to get him to look for these watches in jewelry and department stores, rather than in drug, variety, supermarket or other twees of outlets.

types of outnets.

George C. Dibert, JWT's account
supervisor for Elgin, also point out that
an additional problem was to coordinate advertising plans with Elgin's own
new product, sales, and merchandising program.

With these problems clearly defined JWT's creative department went to work. To Bill Rega goes the credit for suggesting the Elgin baby.

Riga reasoned that to get a quality image for its product, Elgin should stay away from the "display" format usually employed in jewelry commercials, and should try to introduce elements of known human appeal.

Babies and dogs were natural nominations though, says Rega, "As far as we know this is the first time they have ever been used in any but baby product, or dog food commercials,"

Given these elements, JWT's production team set out to devise a "situation framework" to carry Elgin's shock-proof and water-proof message.

According to Hooper White, top commercial producer at Thompson, the first job was to find the right child.

Says White, "We wanted a boy about a year old, just beginning to walk, but still more interested in crawling. A boy who was 'happily destructive' with that quality of 'too much life' which some babies possess."

Here luck was heavily on JWT's side. Most admen who had ever tried to find and photograph photogenic babies know that the selection process is often a tortous one. But JWT discovered Michael Lang, son of a Chicago tv actor, after looking at only three candidates.

"Having found our baby," White continues, "we decided to make the film behavioristic, rather than try to direct the child. We set up the filming much as one would film a football game. We didn't know what the action would be, but we defined two areas where action would occur—a washstand and tiled floor, just off the kitchen area, and the kitchen itself. We completely lib toth areas, and prepared to shoot in any portion of them, depending on where the child went, and what he did to give us action."

Here are a couple of statistics which will illustrate how careful and painstaking this "behavioristic" process was. For this single 90-foot one minute spot, JWT shot more than 6,000 feet of film.

#### ELGIN TV SPOT HONOR ROLL

Sharing in the credit for Elgin's award-winning Christmas baby commercial are the following: Star: Michael Lang; uriter: William Rega; producer: Hooper White; music: Richard Shores; studio: Sarra Inc.; account exec.: Jack Baity; account supvr.: George C. Dibert; ad mgr.: Gordon Howard

#### IS NERVE-WRACKING SEQUENCE HE'LL EARN MORE THAN \$1500



Inundation. Mike employs a nifty double dunking motion, tries his best to drown the Elgin. If he can't, no one can



**5** Trepidation. His demonstration chores over, Mike relaxes as a scared father picks up a torture-tested timepiece



**6** Justification. Nothing wrong with this Elgin. A little damp, but still running steadily, despite Mike's noblest efforts

That is a ratio of film shot to film used of more than 66 to 1.

Ordinarily tv commercials of good quality are seldom shot at more than a 10 to 1 ratio, and many rush jobs are done at three or four to one.

In planning music and copy for the Elgin spot, JWT also introduced some other variations on ordinary commercial techniques. Dick Shores, who was assigned to do the music sat through several viewings of the silent rough-cut footage. At these sessions he and White, with other members of JWT's production team, discussed at length the exact purpose and intent of the spot so instrumentation could be wholly sensitive to the desired effect.

Copy was written to fit the film footage, rather than the reverse, as is usual with most commercials. "We scored the music to the footage, and recorded the voice and music track to the footage." explains White.

The film itself was shot at Sarra in Chicago, and White gives a large share of the credit for its believability to the personal direction of Valentino Sarra.

Once completed, the commercial was taken in July to French Lick, Indiana, for a meeting of 60 of Elgin's top sales executives. "In all my years in advertising," George C. Dibert told srow-sor, "I have never seen anything like the reaction to our baby spot. We ran it through several times for the sales group, and each time they were on their feet shouting and cheering."

Elgin's high powered schedule of network and spot tv during the 25 November—20 December promotion period not only reflects its strategy of



Decoration. Elgin presents Mike with a watch of his own. (Seated 1 to r) Gordon Howard, Elgin ad manager, Sy Morman, Elgin v.p., Mike, and his mother, Mrs. Archie Lang. (Standing) Al Farber, Hooper White, and Jack Baity, all of JWT's Chicago office

intensive media concentration during the biggest watch-buying month of the year, but testifies also to the enthusiasm and lift which the Mike Lang spot generated among Elgin's executives and sales force.

In 1959, says Dibert, Elgin's tv budget will be at least 50% greater than in 1958. For the first time, Elgin will use heavy tv schedules to support its spring drive (graduation is the second biggest sales period in the watch business) and tv will probably increase its current two-third share of Elgin's total national advertising budget.

So far it is too early to gather accurate retail sales figures on the Christmas baby promotion, but Elgin salesmen report unusual activity at the retail level.

As for Mike Lang himself, he's doing all right too. In addition to his regular session fees, JWT estimates that their "happily destructive" baby will net between \$1000 and \$1500 for his minute of modified mayhem.

#### RADIO WALLOPS NEWSPAPERS

If you have been counting on newspapers to sell your product in groceries or supermarkets, better read this

Only 35.1% of New York's shoppers are exposed to newspapers before shopping, 73.7% have heard radio Radio broke open another case of hi-power ammo this week in its battle with newspapers for the advertising dollars.

WOR Radio, New York, passed on the ammunition. Via The Pulse, Inc. it has conducted a special survey of 1,036 housewives in the 17-county New York metropolitan area where women shoppers spend \$102,144,130 each week in food and grocery stores.

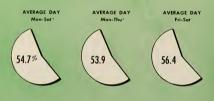
The charts on these pages show some of the facts. The Pulse uncovered—facts that probably will set many an adman to wondering about the balance of his ad dollars between radio and newspapers. The chart on exposure to both media, for example, shows that more than twice as many housewives listen to radio as read newspapers prior to going shopping (133.7% v. 35.1%). If media were selected in the same way that race horses are handicapped, there would be little doubt how the dollars would be invested.

One of the surprises to come from the survey — and something of a theory-buster — is the revelation that about half of the New York area housewives shop each day; their \$102 million-plus expenditures for food and grocery items are spread through the entire week. (See chart on percent of housewives who shop in food and grocery stores on average days.)

The theory which this explodes is one which has long been promoted by local print media in selling food and grocery ad space: that practically all such shopping is done only at week's end, and that the way to reach shoppers is with print ads in Thursday evening and Friday morning papers.

Robert M. Hoffman, WOR director of promotion and planning, summarizes this shopping-habit portion of the survey thus, "On the basis of these findings, advertisers should re-evaluate their 'end-of-the-week' advertising concept. Since over half the housewives shop each day of the week, they can respond to advertising on whatever weekday it is scheduled. In fact, the early days of the week might well be the best for many food advertisers. The housewife undoubtledly is buying fewer items in the early part of the week and, therefore, has more time to

#### PERCENT OF HOUSEWIVES WHO SHOP



Blasting the print theory: Traditional belief fostered by newspapers is that grocery shopping is a purely weekend deal. This chart from new Pulse survey of New York metropolitan area housewives shows they shop every day, exploding the old concept of Thursday print ads

#### TIME OF SHOPPING IN FOOD AND GROCERY STORES

| AVERAGE DAY, Mon-Thu |                       | AVERAGE DAY, Fri-Sat |
|----------------------|-----------------------|----------------------|
| 2.9 %                | Before<br>10:00 AM    | 2.8%                 |
| 11.2                 | 10:00<br>12:00 NOON   | 9.9                  |
| 13.1                 | 12:00 NOON<br>2:00 PM | 13.5                 |
| 15.5                 | 2:00 - 4:00           | 16.3                 |
| 12.7                 | 4:00 - 6:00           | 11.3                 |
| (axel, Thursday) 4.4 | After 6:00 PM         | 9.9 (Incl. Thursday) |

When they shop: Since it has been shown that women are in the shops every day, here are the times of their shopping according to the WOR presentation. An average day includes the 24-hour period ending 6 p.m. Over half of all N.Y.C, housewives shop every day of the week

#### **EW GROCERY SHOPPING STUDY**

consider a brand that has been advertised that day. As the survey shows, radio can do this advertising job because the majority of housewives listen to it prior to going shopping."

The 17 counties which made up the area of the Pulse study, while referred to as the "metropolitan area," include many suburban regions along with the urban. The counties were: (in New York) Bronx, Kings, Queens, Richmond, Nassau, Rockland, Suffolk, and Westchester; (in New Jersey) Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union.

This Pulse study, now packaged as a presentation for advertisers, is the newest link in a lengthening chain of evidence in the radio vs. newspaper case. This may not have been a prime purpose behind its undertaking since it has probed, in addition to shopping habits, such subjects as regular vs. occasional listening by housewives; casual vs. attentive; and the question of whether the housewife selects her own programs or lets another member of the household do it. But out of the media and shopping research came the data on when housewives go to the stores, and whether it's radio or newspapers that dovetail in best with her shopping excursion.

The potency of "the last word" has been proved through a series of studies conducted for Radio Advertising Bureau over the past three years. These studies were made at actual points-ofpurchase in groups of markets; the questions were asked of housewives buying specific product categories (such as cake mixes or cold cereals). The RAB reports on these surveys, published as a continuing series titled "Last Word" showed that not only had more purchasers been exposed to radio than to newspapers before shopping, but that the time spent with each of the two media gave radio a five-to-one

(The most recent RAB "Last Word" study was done this fall, and for a change it was the American male who was the predominant subject. The research was conducted in gas stations in four markets: Baltimore, San Francisco, Dallas and Detroit. Key finding

was that radio claimed 60% of total time spent with all media on day of purchase by these actual buyers of gas station products — nearly three times the amount of time spent with newspapers and magazines combined. So it is not only the American housewife who is exposed chiefly to radio before purchasing, but the American husband as well.)

Nor is the New York area housewife apparently much different than her sisters in other markets across the country. For the findings of the new study for WOR are very similar to the RAB "Last Word" research turned up elseportionate lead over papers the closer it gets to shopping time. Within three hours of shopping, nearly half of all housewives listen to radio, according to the survey.

Why should more than twice as many housewives listen to radio as read newspapers before setting out for the stores? One reason: The majority of them read the newspaper in the evening after they shop.

Newspapers being the older medium have long capitalized on traditional concepts and their own historical position. Since long before the wireless telegraph was invented, newspapers

# EXPOSURE TO RADIO AND NEWSPAPERS PRIOR TO SHOPPING ON THE AVERAGE DAY

Want the last word? Radio, like a woman, usually has it. From the Pulse study for WOR on New York area housewives, it was found that more than twice as many women shoppers listen to radio as read newspapers before going shopping. Figures show percent of housewives

where in the U.S. As for New York itself, note this breakdown of exposure comparison on the basis of immediacy:

Within a quarter-hour of going to the grocery or supermarket, more than 16% of the New York women have been listening to radio, less than 5% have read newspapers. An hour before shopping, over 24% have heard radio, slightly over 9% read newspapers. A look at the chart on exposure to the two media prior to shopping demonstrates radio's ability to deliver the final word, and that it increases its pro-

wielded considerable power at the local level. When competitive media finally moved in, they still retained the cat-bird seat. (In many cases, they bought and controlled the new medium of radio.) Meantime local retailers and distributors clung to the newspaper's concept of superiority, often fortified by a dash of vanity. A good advertiser could pretty much count on getting his picture—or the picture of him and his family—into the society or local news columns with a fair degree of regularity, and he came to like it.

NEWSPAPERS

But times have changed. So have media and public sophistication. Some of this realization certainly went into the automotive manufacturers' decision to abolish co-op funds.

Changing times have affected newspaper advertising in other ways. For one thing, the influence ratio between strictly local and metropolitan papers has shifted considerably. The local weeklies have, in general, lost ground in regional impact; into their bailiwicks have moved the metropolitan dailies. On the other hand, the metropolitan dailies haven't done the job in enough depth to satisfy many merchants.

In other words, population shifts come faster than circulation crews can keep up with them. The article entitled "The Show-Me Boys move into tv" (SPONSOR 6 December) says "Population shifts to the suburbs are forcing a re-evaluation of such favorite department store media as daily and Sunday newspapers, and a reconsideration of both their coverage and their effectiveness."

Other results of the WOR study also are borne out by numerous surveys over the past few years. What the New York area housewife spends week-

ly in grocery stores and supermarkets is validated, for example, by a Home Testing Institute study in October 1956 for McCall's Magazine. This study showed New York City metropolitan area weekly expenditures by housewives to be even in excess of the Pulse study for WOR.

The study has again been confirmed by John Blair & Co. with the findings of ARB's survey of spot radio vs. newspaper sales effectiveness. This study showed that in ability to pull people into stores, radio leads newspapers on a national scale by 27.9% to 25.5%, and in actual sales by a still bigger margin—39.5% to 23.5%. This same Blair presentation showed that metropolitan papers, though often strong in their own city zones, are often far short in penetration with the retail trading zones.

The WOR presentation was divided into two parts; after exploring the housewife's shopping habits, it reported The Pulse findings on her listening habits.

It was found, for example, that in the New York City metropolitan area, 80.4% of the housewives listen to radio on the average day Monday through Friday, that radio therefore reaches four out of five housewives

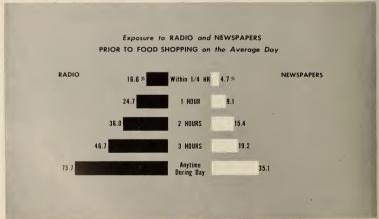
That the metropolitan housewife apparently hasn't changed much in the past few years is indicated by the fact that a Pulse survey on a national scale in metropolitan markets in 1955 for RAB showed eight out of 10 housewives tune in to radio on an average week-day, or the same ratio of four to five. That 1955 survey also showed that nearly half of all homemakers tuned in every day of the week.

In the New York market area, WOR reports that The Pulse found that housewives listen and react differently to different stations and the way they listen depends on the station's program format.

For example, a comparison of the audience reached by New York stations considered to have a "varied program" format and stations considered to have a "music-and-news" format have a housewife with the following:

- Five percent more regular listeners.
- 20% more listeners who personally select the station.
- 22% more who tune in for information.
- 66% more who listen "attentively."

From radio to point-of-sale: Within a quarter hour of shopping nearly four times as many housewives listen to radio as read newspapers. Nearly half of all housewives in the metropolitan area listen to radio within three hours of a shopping trip, giving immediacy to exposure



Another conclusion drawn from the survey was that the "varied program' stations are also considered more reliable as a source of information than the "music-and-news" group by nearly a two to one margin.

Some of the questions asked by Pulse interviewers that elicited such data as was reported were: (1) People listen to a radio station because they themselves want to listen to that station or because someone else in the house wants to . . . Do you generally listen to (specific station) because someone else wants to or you want to? (2) Do you generally listen to this station for information, for entertainment or for both information and entertainment? (3) People generally listen to radio stations in two ways-either attentively or casually. Do you generally listen (to station X) attentively or casually? (4) If you heard conflicting reports of the same incident on different radio stations, which would you helieve?

The data contained in the report were collected by the traditional Pulse method of personal interviews in the home. The survey, which took place during last March and April, was not conducted, however, along with any regular Pulse survey. Each interview covered the housewife's activity for a 24-hour period starting at 6 p.m. the previous night and continuing to 6 p.m. on the night of the interview.

"Until this time, an advertiser could only guess at the advantage of a station's program format offered in terms of advertising effectiveness," says Robert J. Leder, vice president and general manager of WOR.

Why was this survey directed specifically at the housewives? The answer is easy: There is hardly a family purchase made which she does not influence; in most purchases, she is the final, if not sole decision maker,

This was demonstrated rather conclusively last spring by a CBS Radio Spot Sales presentation (See "All about women," SPONSOR 17 May). This showed that the distaff side influences 92% of all grocery purchases. 79% of all family auto purchases. 85% of all family budget expenditures. Women own 65% of the nation's private wealth and hold 65% of all accounts in mutual savings banks. They own \$100 billion worth of stocks; of nearly 62 million women over 14, one out of three work and earn an estimated total of \$42 billion.

#### **PARTI-DAY TOPS TOPPINGS**



#### SALES BOX SCORE

| 16-31 | Oct | 580  | cases |
|-------|-----|------|-------|
| 1.15  | Nov | 1450 | cases |
| 15.30 | Nov | 370  | cases |

Shipments to wholesalers in 80-mile area around Green Bay, Wis, Area beginning start of daytime tv test



M GUA311 PD NL=GREENBAY WIS 8=

SPONSOR=

40 EAST 49TH ST NYK=

MADE AREA TELEPHONE SURVEY TODAY OF SUPER MARKET MANAGERS WHO CARRIED PARTI-DAY PRIOR TO TELEVISION CAMPAIGN. THESE MANAGERS NOW, WITHOUT SINGLE EXCEPTION STATE PARTI-DAY THEIR LEADING SELLER AMONG TOPPINGS, WITH SALES INCREASES FROM 200 TO 400 PERCENT. ALL REPORTED REPEAT BUSINESS EXCELLENT, WITH CHILDREN'S

INFLUENCE TREMENDOUS FACTOR= ROBERT PARKER MARKETING MGR WBAY-TV=

his week's news from Green Bay, Wisconsin, throws into sharp focus some important highlights about Parti-Day's 26-week test of daytime tv spots.

Parti-Day had been in the Green Bay area for six months before the tv schedule began over WBAY-TV.

Distribution was spotty (less than 10% of stores). Retail sales were sluggish. And competitive dessert toppings, led by Hershev's, pretty much owned the market. Among the brands which Parti-Day has had to battle are Ann Page, Johnston, Snirkle's, Sifer's, Elmer's, Marshmal-o, Kidd's, Towne Pride, Smucker's, FlavoRite, Morning Glory, and Topp's.

Bob Parker's wire (above) shows clearly that Parti-Day has gained steadily in consumer preference. So far no retail sales figures are available but

Parti-Day shipments to wholesalers in the 80-mile area around Green Bay showed a healthy 2400 cases in the first 45 days following the start of the tv spot schedule.

Next week's SPONSOR story will carry wholesale figures for the period 1 December-15 December.

#### The test in a nutshell

Product: Parti-Day Toppings Market: 80 mile area around Green Bay, Wisconsin

Media: Day tv spots only

Schedule: 10 spots weekly Length: 26 weeks-from Oct. 15 Commercials: Live, one minute Budget: \$9.980 complete



Slotting commercials: (1 to r) C&W's Wm. Bunn, Bob Palmer, American Cyanamid's Frank Cappy, Edward Smythe. They drum up support . . .

#### When the farmer needs a friend

- It takes community sanction to guarantee purchase of farm chemicals; so Cyanamid's ty approach is broad-scale
- Million-dollar newsreel program is spotted in 52 markets to dramatize the benefits of efficient farming

For years it's been common knowledge that Hiram Hayseed, the rube farmer, is as passé as vaudeville. The businessman-farmer has eased him out of the economic picture.

What's not so self-evident, however, is that the advent of the businessman on the farm has changed decision-making on farm matters a great deal. Today's farmer, in a sense, is in partnership with banks, lawyers, merchants, packing houses, transportation companies—in short, he's the hub of a wide-

spread financial and business network. To sell him something, you have to get the blessing of the whole works.

That's the kind of thinking that prompted American Cynamid's agricultural division to launch a 15-minute film program called Cyanamid Farm Neusreel. Selling primarily feed additives, animal health products and week killers, it is now completing its second 13-week cycle in 22 states and Washington, D. C. sproyson estimates that each cycle costs around \$250,000 in \$

production costs and time charges on 52 stations.

"Today, one out of four persons is involved in some sort of business that touches farming," says Edward Smythe, agricultural division merchandising manager. "So what may look like waste circulation isn't so big as you think for a company whose well-being depends on the healthy state of things' down on the farm."

The basic secret of successful farming. Smythe points out, isn't mere acreage. It's efficiency. Naturally, the more efficient a farmer is, the more his holdings are apt to grow. But he's got to be a savvy fellow to begin with. And that's the point that American Cyanamid wants to get across to the farmer and his unseen "partners." So after a successful spot ty campaign last year, the company and its agency (Cunning-ham & Walsh) decided to try some

|                 |               | PROGRAM 15  |  |  |  |  |  |  |  |
|-----------------|---------------|---|--|--|--|--|--|--|--|
| LOCA            | TION          | STATIONTIME 19 20 21 22 23 24 25 FS S M T W T   |  |  |  |  |  |  |  |
| ILLI NOIS       | CHAMPAIGN     | WC A FRE TRIES AUREOUT ARZ MAST.  |  |  |  |  |  |  |  |
|                 | PEORIA -      | WM8D 181. 12:05 - 11 - 11   |  |  |  |  |  |  |  |
|                 | QUINCY        | KHQA FRE. 6:00 AUREO.C MAST. MAST.  |  |  |  |  |  |  |  |
|                 | ROCKFORD -    | WREX FRI. 12:05 AUREO.C ARZ. MAST.  |  |  |  |  |  |  |  |
| INDIANA         | FORT WAYNE    | WKJG SUN. 6:15  |  |  |  |  |  |  |  |
|                 | INDIANAPOLIS  | WISH FR: 12:15  |  |  |  |  |  |  |  |
|                 | TERRE HAUTE - | WTH1 FRI. 12:05   |  |  |  |  |  |  |  |
| 10WA            | CEDAR RAPIDS  | WMT FRI. 5:40   |  |  |  |  |  |  |  |
|                 | DAVENPORT     | WOC THURS, 12:30  |  |  |  |  |  |  |  |
| MISSOURI        | COLUMBIA      | KOMU THURS. 12:30 AUREO F. APZ. AUREO.F&H   |  |  |  |  |  |  |  |
| OKLAHOMA        | TULSA         | KVOO SAT. 6:15 AUREO.C AUREO.F MAST.  |  |  |  |  |  |  |  |
| KEY - AUREO.C - |               | S, ARZ ARZENE, MAST MASTITIS , AUREO. F - AUREOMYCIN IN FEED ,<br>DHYCIN, FEED & HEALTH |  |  |  |  |  |  |  |

Market and product differences dictate placement of commercials. Sample section shows variety of combinations in one week's pattern.

thing bigger and broader in scope. The job of designing a show that would appeal to farmers and the businessmen they deal with was handed to Tom DeHuff, Cyanamid tv. ae. at &W. Hearst Metrotone News camera crews would supply news and feature coverage for the show, to be jointly program.

duced by Metrotone and the agency.

Here's how DeHuff outlines some of
the problems involved in setting up a
smooth-working system and reaching
the desired audiences:

1. Varying commercial pattern. Commercials must be geared to conditions in various areas (for example, Southern California's ditch bank weeds take a different weed killer commercial than the Midwest's Canada thistle). An elaborate chart with removable panels for each week (see illustrations, above and opposite) was devised to keep commercial content straight.

But provisions had to be made for emergencies, because a sudden change in local conditions would make switches in commercials necessary. Sure enough, a beef cattle epidemic in Northwest Missouri called for quick insertion of an aureomycin commercial. Inserted as late as Tuesday (makeup day), it was ready for a Thursday airing in St. Joseph, Mo.

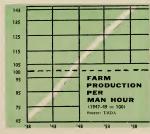
There are 17 commercials (60's and 20's) on six products to cover the 52 markets. Two 60's and one 20 are used in a wide variety of combinations. Corporate mention of Cyanamid is made in the opening billboard and closing sign-off.

2. Commercial techniques. The wide variety of commercials made costsaving techniques imperative. DeHuff worked out some basic "graphic techniques" with C&W's art department

## HERE'S WHAT MAKES TODAY'S FARMER TICK



1. HE'S A CAPITALIST whose annual investments in machinery and buildings have increased more than four-fold in last two decades.



2. HE'S EFFICIENCY-MINDED—as zoom in output per man hour shows. Increasing productivity is a must for farmer who wants to survive.



Scouting dairy farm prior to shooting Farm Newsreel feature are Tom DeHuff (1), show's originator and tv a.e. and Roy Gorski, C&W acct. supvr. Features highlight technical advances

employing semi-animation—just right for showing the action of a systemic weed killer (working on the roots) as opposed to one that works on the leaves alone. Full animation was needed in the vaccine commercials to depict a sad-calf vs. happy-calf theme in the aureomycin commercials aimed at Texas cattle producers, while a stylized needle had to appear in the Duovax-Rovac hog vaccination commercial. While the commercials in spring involved such animated techniques, live action commercials are now in use.

3. Broad coverage. To heighten the farming man's sense of participation, the show's content had to include a personal touch. So a three-minute "Farmer of the Week" segment concluding the show was devised. To make it informative and timely, a list of possible candidates is sent to C&W by editors of state agricultural college bulletins and approved by local county agricultural agents. Coverage of livestock shows and fairs, USDA reports, and an occasional youth feature also are included.

A strong feature story—the \$8 million dollar comeback of the nearly defunct citrus industry in Southern Texas
—was uncovered by advertising manager Frank Cappy, who requested a production crew come down and shoot
the story. Generally, however, Metrotone cameramen in the area shoot footage and send it to New York.

4. News content. This had to be selected by a knowledge of likes and dislikes of the farm population. Thus global farm topics and national political news are known to have lower acceptance. But to avoid triviality sectional items were arranged so as to give the impression of national scope.

5. Timebuying. Sectional differences again had to be taken into account here. C&W timebuyer Robert Palmer aimed primarily at Friday and Saturday 6 and 7 p.m., next to national and local news shows. Time slots between 5:30 and 7 p.m. were obtained on 39 of the 52 stations, noontime slots on 12 stations, 9:30 p.m. on one station. The show was scheduled on Thursday in three markets, Friday in 20 markets, Saturday in 19, Sunday in four, Monday in four, Tuesday and Wednesday in one each.

6. Station criteria. The list was selected with these factors in mind: (a) top coverage of important agricultural areas; (b) relative stature in the urban community; (c) reputation for farm and rural service; (d) reputation of news department; and (e) compatibility of time period and adjacent programs. "Thus the ideal station for Farm Newsreel," says Palmer, "would have the top average rating and coverage in its market, outstanding farm and news service departments, and an availability between 6-7 p.m. surrounded by compatible programing."

7. Ratings. To test penetration of the farm-viewing audience only, ratings were obtained for five different programs. Hooper conducted special telephone surveys among farm families throughout the coverage area. (According to account supervisor Roy Gorski, interviews conducted coincidental to and immediately following the telecasts showed that the show "consistently reached more than a third of the available farm television audience.")

8. Merchandising. The feed merchant's store is an important spot for point of sale material tied to the show. According to merchandising manager Smythe, many of today's larger farms grow their own feed and have local feed merchants mill it for them and add feed supplements. A reuninder to the customer about aureomycin at this level is important. The rise in the sale of animal health products is linked directly to the growth in sales of the "complete feed," which in turn is tied to the expanding and more efficient farm (see graphs page 31).

Results of the program are measured by the following:

• "Ten and 12 ratings in many areas indicate the wide viewing audience we are seeking." says William Bunn, C&W officer-in-charge of the Cyanamid account. "Inquiries from agricultural machine companies and others in the field with suggestions for news stories that would include their products are proof that the show is creating wide agricultural trade interest."

Advertising manager Frank Cappy sees the results he's looking for in
the educational job the show is doing.
"We hear farm leaders cite it as a contribution to farm understanding generally," he says. "Segments of our
shows are requested for screening at
Grange meetings. This tells us we're
hitting the mark."

#### Can a 4-week radio flight do the job?

- Forwing use of short drives makes some station reps wonder if admen have forgotten the value of repetition
- The question is raised whether relatively high cost of servicing flights will discourage client use of radio

s the emphasis in radio buying shifting from how much volume is necessary to how little?

There's a growing school of opinion which feels that it is. This group sees radio campaigns of short duration increasing in number and some say the trend is not entirely a healthy one.

While the radio flight has long been touted as evidence of the medium's flexibility, the opinion is being increasingly expressed, particularly among reps. that there's a danger that advertisers and agencies are coming to expect too much from a brief ad burst.

The trend to short campaigns is a tribute to radio's effectiveness but reps fear that where such flights fail to do a selling job, the medium, rather than the campaign length, will be blamed.

One rep conceded his concern was also due to the relatively high cost of servicing short campaigns. And while no agency will admit to selling a medium short on the grounds that it is expensive to handle, it is no secret in the ad business that this is occasionally a factor in making media decisions.

The extent to which short campaigns are dominating spot radio is illustrated by a sampling of one New York representative's recent sales (see box below). Giving SPONSOR a rare look at his sales book, this outfit unveiled a complete list of buys for three weekly periods, one each during September, October and November.

While the trend toward short ad drives has been due, in part, to budget cutting by recession-cautious clients, the concensus is that the trend started before the 1957-58 economic dip.

Somewhere along the line, say critics of the short campaign, admen forgot that repetition and consistency is the heart of advertising.

#### HOW SHORT FLIGHTS DOMINATE SPOT RADIO SALES

List of one representative's complete sales during three weekly periods this fall

| MARKETS<br>BOUGHT                 | CAMPAIGN<br>LENGTH  | MARKETS<br>BOUGHT | CAMPAIGN                                 | MARKETS<br>BOUGHT                       | CAMPAIGN<br>LENGTH  |
|-----------------------------------|---------------------|-------------------|--|---|---------------------|
| 5 mkts                            | 2 days<br>1 week    | 1 mkt             | 14 weeks<br>2 weeks<br>1 week            | 1 mkt,<br>3 mkts,<br>2 mkts,<br>2 mkts, | 12 weeks<br>6 weeks |
| 1 mkt,<br>1 mkt,<br>1 mkt,        | 8 weeks<br>4 weeks  | 5 mkts            | ER WEEK<br>25 weeks                      | NOVEME                                  | BER WEEK            |
| 1 mkt<br>1 mkt<br>1 mkt           | 8 weeks<br>2 weeks  | 1 mkt<br>1 mkt    | 4 weeks                                  | 3 mkts<br>1 mkt<br>1 mkt                | 4 weeks<br>3 days   |
| 3 mkts<br>1 mkt<br>1 mkt          | 10 weeks<br>3 weeks | 1 mkt<br>1 mkt    | 13 weeks<br>8 weeks<br>16 weeks          | 2 mkts<br>1 mkt                         |                     |
| 1 mkt<br>2 mkts<br>1 mkt<br>1 mkt | 9 weeks<br>6 weeks  | 1 mkt<br>1 mkt    | 2 weeks<br>2 weeks<br>4 weeks<br>5 weeks | 1 mkt<br>1 mkt<br>1 mkt<br>1 mkt        | 1 week              |

While spot radio's flexibility in providing advertisers with a platform for short ad bursts has helped sell the medium, the growing amount of this kind of advertising presents a high-cost servicing problem to rep and agency alike, also raise point of whether longer drives wouldn't be more effective on occasion. Each line in the chart is a single client's buy

#### Edsel's Fox tackles the year's tougher

- Ad manager, undaunted by last year's disappointing sales, takes over new duties as Edsel repositions line
- An enthusiast for tv and spot radio, Fox predicts bright future now that car is "geared to competition"

n advertising circles, the talk is that Eldon Fox of Edsel, easily deserves the title of "man with the toughest ad manager's job of the year." As Edsel enters its second season, Fox has the big responsibility of stimulating mass acceptance for a car with a disappointing first-year sales history. The Edsel has been restyled and repositioned price-wise so that it now faces new and unfamiliar competition. Fox will be working with a new advertising agency when Kenyon & Eckhardt take over the account on the first of the year. And to double the load, he just last month took on the additional job of manager of sales promotion.

Edsel uses strong tv and radio schedules as well as heavy newspaper, magazine and outdoor advertising. Final budget for the year's advertising has not been determined. However, beginning 30 November, Edsel became cosponsor of the Ed Sullivan show with Mercury; (Eastman Kodak continuing to present the show on an every-otherweek basis.) Spot radio plans are being worked out with the new agency, but during the new M-E-L introductory campaign \$7,500,000 was spent jointly with Mercury and Lincolu

Interviewed in New York last week, modest publicity-shy Fox had no beefs about his responsibilities. He would not discuss the personal problems which must have been created as he enters Edsel's second season with a newly doubled work load. He did speak frankly about Edsel's past and its future hores.

"Because sales were not the greatest, some people thought the company might dump the car. But the company is 100% behind the car in spite of past difficulties. They believe in its future. They are now working on 1960 and 1961 Edsel models—I've seen them."
"Edsel was the first completely new
car in 20 years. It was unfortunate in being introduced during a
period of economic decline. But the
people who bought it liked it. They
are loyal. Many 1958 buyers are coming back to our 1959 models. The percentage of these repeaters is even
higher than we expected."

Fox thinks that most of the objections to the famous Edsel front end were based more on the way the vertical theme was handled than the theme itself. Changes have been made this year, but the new 1959 front is still the most distinctive in the market. Fox says that opening day reaction was very carefully checked — people recognized the improvement and, what is more they liked it.

Fox made it very clear that neither the car's new styling nor its new market position are to be credited to him. "At Ford Motor Co., no one man makes these decisions," said Fox. Top management made the decisions on both styling and new market position. As manager of the two departments, Fox makes advertising and sales promotion recommendations to his principals. When decisions have been

#### FOX WANTS SPEEDIER SPOT RADIO AVAILABILITIES

Agency-trained Eldon Fox is a strong believer in spot radio. This fall his Edsel announcement campaign of saturation spot covered 85-90% of U.S. radio homes. But Fox isn't satisfied with the mechanics of spot radio buying. Here are some of his comments and a practical suggestion:

"I like spot radio but it is difficult to use."

"You can't get into spot radio fast and find out what your availabilities are. Sometimes it takes three to four weeks to find out."

"There ought to be some sort of central availability listing. If spot radio had a system by which one could find out about availabilities in three or four days it would be a much better advertising medium."

"As it is you have to buy blind. And when you buy blind you can't merchandise your program to your field sales force."

"Maybe there could be an electronic listing board, like that used for airline reservations,"

#### pmeback job

made by management, it is up to Fox to put them into effect.

"The advertising and sales promotion departments were separate in the past," said Fox. "Combining the two makes it easier to move fast when the occasion arises, with our work co-ordinated from the beginning. This is better for the sales effort all the way down the line."

Speaking of the changes Fox said, "Well, we read the papers. We've heard about the unrest, especially all the talk about the cars being too big, and the rest. We tried to meet the complaints and criticism. This year we virtually turned the car around from the medium end of the price bracket to the lower end."

In 1958 Edsel had four lines. Starting from, the top, these were Citation, Corsair, Pacer and Ranger. Now, price-wise, the top two have been eliminated. The 1959 models are called Corsair and Ranger, but they are equal in price to the old Pacer and Ranger. The price range used to be from \$2,400 to \$4,800. Now the highest all-equipped model is about \$3,800. Many former "extras" are now standard equipment.

The competitive low price three have dropped their lowest price line this year, and as Fox says, "have come up towards us in price."

Fox sums up the 1959 market position like this: "Now the highest price lines of Ford, Chevrolet and Plymouth are our competitors. The Edsel, too, will be for the people who may want to move down from the medium price bracket, as well as those who want to move up from the low price three;"

Fox believes that advertising should "flow from the product," and states that Edsel advertising this year is related to changes in the product and its new market "repositioning." The new Edsel advertising is hard hitting and competitive. "For one thing," say Fox, "we are actually naming our competitors. We don't just say Car A, B or C. We are using realistic copy to talk to the group of low price car huyers,"

(Please turn to page 64)

Eldon Fox is the man who guides Edsel advertising and sales promotion during the car's crucial second year. The new objective: low price buyers



#### Free to Standard Oil (Cal.) - \$100,00

Sea Hunt syndicated film sponsored by Standard Oil of California achieved \$100,000 backing by 26 tv stations, says BBDO

 Agency figured promotion values at card and lineage rates in recommending renewal pact. Ad manager praises co-operation

When Standard Oil of California started its regional campaign with Sea Hunt last February, the 26 stations in the lineup came through with premiere promotions valued at \$100,000.

This kick-off excitement, provided at no cost to either the Standard-Chevron dealers or BBDO, is regarded as a strong factor in Standard's recent renewal of the syndicated series. "The support our 26 stations gave the show was overwhelming," said a BBDO representative.

While a total of five oil companies invested in regional syndication campaigns in 1958 because they were able to match their geographical distribution pattern with ty programing, the

promotional advantages they were able to get were main elements in their use of this medium.

One explanation of why stations are willing to exert so much more promotional effort for locally-placed syndication sponsors than for many network advertisers is provided by The Katz Agency, station representatives.

According to Katz, stations retain on the average 75% of spot programing income, while they end up with only 33% of network charges.

In this light, it's not surprising that stations are willing to go all-out to promote, publicize and exploit on behalf of their syndication sponsors and shows.

As to the benefits that Standard Oil of California received from the 26 stations carrying its Sea Hunt series, BBDO of San Francisco collected reports each month from the stations on their special events, promotions and publicity. These reports were analyzed carefully and presented to Standard's advertising department.

During the first month alone, local promotions were valued at \$100,000 at current card and lineage rates.

For this promotion Standard and BBDO paid—absolutely nothing.

In a four-way promotion campaign involving the sponsor, agency, producer and stations, Standard enjoyed the benefits of special events, newspaper features, on-the-air promotion, tune-in ads, outdoor advertising, personal appearances by Sea Hunt star Lloyd Bridges and viewing reminders by station personalities.

Standard's ad manager, M. A. Mattes, said: "The promotion cooperation between producer, stations and our organization has definitely helped to establish this new series as a potent service station selling medium."

Typical comments of the dealers themselves are these: "Lots of my customers have commented favorably. It gives me a chance to talk to them about our products in the commercials," said San Francisco station manager Richard Hart.

"A lady walked in and said, 'I want one of those tires they talked about on Sea Hunt.' The result was a sale." reported Dale Young, manager of a Standard station in Seattle.



Promotional resources of stations are shown (above) by KFMB-TV, San Diego, with "highway spectacular" for six weeks to promote Standard-Chevron dealers' series, Sea Hunt



Attention-getting publicity stunts by the 26 Standard-Chevron stations included this "skin diving" press emissary (right) dispatched by KTTV, Los Angeles, at kick-off of series

#### n promotion

One of the first measurable results of the station promotions for Sea Hunt was a ratings increase in the time periods occupied by the show. In the 26 cities—ranging from Seatle to San Diego, and from Phoenix to Honolulu—there was an immediate average increase of 33% over previous programing. In regular ARB reports issued during the show's first two months on the air, the series earned an average rating of 27.28 and an average share of 44.3%. The last ratings of the former shows in the same time periods averaged only a 20.9 score.

Here are some of the personal appearances that Sea Hunt star Lloyd Bridges made: two broadcasts on KTTV, Los Angeles, one a 15-minute interview, the other a 30-minute show featuring Bridges and the technical advisor of the Ziv series, the renowned women's diving champion Zale Parry, Other stations that Bridges appeared on included KIEM-TV, Eureka.

The underwater adventure theme of the series was underlined by displays and discussions of skin-diving equipment on shows by KVAL-TV, Eugene, KPIC-TV, Roseburg, KGMB-TV, Honolulu, and KCRA-TV, Sacramento.

Among the outdoor displays promoting Sea Hunt and the Standard-Chevron dealers and products was KFMB-TV's "highway spectacular" seen by San Diego motorists for six weeks. Another bold display was put up on the building marquee of KING-TV, Seattle.

Indoor lobby displays were arranged by KSBW-TV, Salinas, and KSBY-TV, San Luis Obispo.

Many stations issued sales letters on behalf of the series. Some, like KBOI-TV, Boise, worked up dealer enthusiasm with mailings to all Standard and Chevron dealers in their area.

Some unusual publicity results were brought off by the station press men, with KGW-TV, Portland, capturing the front cover of a Portland Sunday Journal section, and KTTV, Los Angeles obtaining a Sunday cover in the Los Angeles Times, both with illustrations of the series.

An unusual publicity gimmick during the premiere promotion of the show was used with great success by

(Please turn to page 48)



His "sell along" stampedes "Sing Along" album sales for Cleveland store

#### MITCH SELLS LIKE CRAZY

Miller's personal appearance pulls 2,390 phone orders, gives

dramatic proof dept. stores are learning new radio techniques

Mitch Miller, of Columbia Records, and station WERE's disk jockey personality Bill Randle, were teamed up a few Sundays ago to promote "Sing along with Mitch" albums in Cleveland. The five-hour hypo pulled phone orders at a 500-per-hour clip for Higbee's Department Store, one of Randle's sponsors.

Within minutes after the team got under way, all the station's trunk lines lit up—and stayed that way. Eight people from Highee's sales force were kept frantically busy writing phone orders, and were still taking orders an hour after the show went off. Multiple orders for from three to a dozen albums were common. The next day, almost a thousand additional albums were sold in the store as a result of the promotion.

Orders came in from almost every suburb in the area as well as from the city proper. Richard Klaus, manager of WERE, said "One caller from Painesville, about 30 miles from Cleveland, said she waited almost an hour before her long-distance call cleared the busy switchboard." Miller autographed albums until well into the night, then went to the distributor's at 5:30 A.M. next morning and finished just before taking off for New York.

Miller's Cleveland stim highlighted new air media activity by department stores. As they have switched more advertising to radio and tv, department stores are learning new techniques for getting the same strong sales results that used to make their print advertising famous. What is their formula?

Analysis of several recent very successful store air promotions, shows this five-point pattern is basic for most:

- Sell specific items—the best items, well known names and brands
   Employ a favorite local air personality
  - 3. Use frequent announcements
- Demonstrate items if possible
   Give a strong reason for immedi-
- 5. Give a strong reason for immediate action—and make it easy to act.

Higbee played it even stronger than usual and added a sixth ingredient—the personal appearance of a celebrity. Mitch has no similar radio appearance planned at present. If a store is interested, he says he is available for a single promotion where, as a sensational climax, he will shave off his famous beard. The price—\$15,000. Any takers?



Copy points ("together" theme and "real" root beer) in both jingle and neck hangers are reviewed by Cole Fischer Rogow's Robie Smith (1), Marvin Cole (seated), Art Fischer

# Radio revs up a grand old brand name—HIRES

Root beer maker's 300 spots a week in So. Calif. boost sales 90%, get brand and name back on consumers' tongues

Becoming a household word is fine—provided your name continually stays in the vernacular. That's why Hires Root Beer bottlers across the country are watching with more than casual interest a Southern California radio campaign aimed at getting the venerable Hires designation back into the limelight.

The problem facing the Charles E. Hires Co. of Philadelphia was to whip up new enthusiasm for a product which, being the oldest in its line, was being taken too much for granted. While an acknowledged leader, it just wasn't being talked about or seen enough to be compatible with its position as the world's top root beer seller.

(While net sales for '58—\$9,433,275—took a small dip from '57's \$9,629,978, the present figure is nearly a million over 1948's \$8,576,090, according to Moody's Industrial Manual.)

In this connection, the company had observed with great interest the job James Powell was doing with his Pepsi-Cola franchise in Los Angeles. A sky-writing contest linked to a radio campaign has created excitement and sales for that soft drink. Would Powell be the likely one to stir things up for Hires?

Hires was facing a bad time of year to try for a sales push. Retailers are very reluctant to give any sort of effort



Animated displays rushed into production to meet demand link modern and nostalgic

to soft drinks during the winter months—and that goes even for mild Southern California. But there was a two-fold job to be done—creating new interest in Hires among young adults, and reaching the kid population, too—so speed was essential.

Powell took over the Los Angeles franchise (as well as keeping his Pepsi-Cola and Bireley's rights), agreeing to foot half the cost of a 1959 ad campaign of 8400,000 in Los Angeles with the company meeting the other half. Powell invited six agencies to pitch for the account, and Hires vp. Ed Stern, head of the franchise division, and George F. Finnie, ad-merchandising manager, planned to attend.

Cole Fischer Rogow held one of Powell's invitations. Both its Beverly Hills and New York offices got to work.

"The only way to do the job," says Art Fischer in New York, "was to merchandise the advertising." In CFR lingo (and most everyone's lingo) that meant radio.

"But we had to go farther than that," says Marvin Cole. "Why not record a jingle to show what we'll be merchandising?" The Sportsmen's Quartet was available, a theme had been worked out: "Together-time is HIRES. time." jingles with a modern beat were recorded incorporating the theme and the main copy points:

1. The original root beer.

Not only for party time, but any time people get together.

"Better show how the theme will be carried over to point of purchase," said executive v.p. Robie Smith. Since neck hangers for six-packs was a logical idea for winter, these were picked as one merchandising vehicle. Beneath heads of a boy and girl close together was a slogan combining both copy points: "Cet together with Hires, the only real root beer" (see photo above). Kids tv was also outlined as part of the campaign.

Even with time running out, some large point-of-sale piece also had to be designed, "even though we couldn't hope to get them into stores until early Spring," Fischer said. These large animated displays would carry over the marriage of old and new, giving a modern fillip to the nostalgic bicycle built for two (see design at left). A battery-operated motor would rotate the wheels and lift the arms.

That, in a nutshell, was the proposal. Powell and the Hires' brass bought it. (Please turn to page 65)

"CHANGE THAT GRIN" SAYS ED COOPER

# "CHANGE THAT GRIN" SAYS ED COOPER

Vice President and Western Manager of SPONSOR



"So many station men grin sheepishly and say that they tell their prospects exactly what I tell them that it gets amusing.

Instead of a sheepish grin why not take a deep breath and a reasonable budget and do in SPONSOR what you tell your sponsors to do on your station?

We can show you that SPONSOR advertising brings national business to the market that needs it, and to the station that sells it.

The reason is simple: SPONSOR's unexcelled readership among agency and advertiser people at all levels—the market-pickers and the station-pickers.

Advertise the way you sell advertising and change that sheepish grin to a proud one!"

### **SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO\_ADVERTISERS USE
40 E. 49 St., New York City 17

#### Tv homes: 40% watch 9 hours daily

A just released Nielsen Tv Index quintile study shows the national viewing average is up to 5:50 hours daily

Three years previously, the national viewing average was 4:47 hours daily, with top 40% watching 7:35 hours

The percentage of avid television viewing homes is increasing.

As shown by a Nielsen study just released, the heaviest 40% of viewing homes watch to on an average of nine hours per day, compared to the seven hours 35 minutes this same group watched three years previously.

The report, a Nielsen Television Index quintile study, shows a breakdown of Nielsen's U. S. sample in which homes were listed in order of the amount of viewing. Quintile refers to the fact that the Nielsen sample was

divided into five equal parts. The findings, which cover the first week of March, 1958, show:

· The national viewing average is five hours 50 minutes per day. Broken down, with the two heaviest quintiles combined and the two lightest combined, it looks this way:

The top 40% of homes view an average of 9:02 hours per day.

The middle 20% view 5:34 hours

The lightest 40% view 2:46 hours.

- · Size of family chart (see below) indicates that big families are the heaviest viewers.
- · Age of housewife chart (also below) shows to viewing heaviest among housewives between 16 and 49.

The comparable Nielsen study, covering April, 1955, shows a national viewing average of four hours 57 minutes. The middle 20% of homes then, viewed tv 4:44 hours daily, while the lightest 40% viewed 2:25 hours.

#### HEAVY AND LIGHT TV VIEWERS: WHERE THEY CAN BE FOUND

| TV HOME VOLUME | 1-2 | SIZE OF FAMIL | Y<br>5 or more | TV HOME<br>VIEWING VOLUME | none | AGE OF H<br>16-34 | OUSEWIFE<br>35-49 | 50 & over |
|----------------|-----|---------------|----------------|---------------------------|------|-------------------|-------------------|-----------|
| Heaviest 40%   | 18  | 38            | 44             | Heaviest 40%              | 12   | 35                | 34                | 19        |
| Middle 20%     | 32  | 48            | 20             | Middle 20%                | 17   | 18                | 31                | 34        |
| Lightest 40%   | 45  | 41            | 14             | Lightest 40%              | 29   | 14                | 25                | 32        |

#### 1. THIS MONTH IN TELEVISION

Network Sales Status Week Ending 20 Dec.



† Excluding participation shows





#### COMPA

|                | SUNDAY  ABC CBS NBC  |   |   |  | MONDAY   |  |  | UESDA   |   |  |
|----------------|--|---|---|--|--|--|--|---|---|--|
| 6:00           | ABC  | CBS   | NBC   | ABC  | CBS  | NBC  | ABC  | CBS   | NBC   | A  |
|                |  | Small World<br>Renault Motors<br>(NL&B)<br>O. Mathieson<br>(D'Arcy)<br>D-F \$28,000 | Meet The Press<br>sust  |  |  |  |  |   |   |  |
| 6:30<br>7:00   |  | Twentieth Century Prudential (R-McC) D-F \$45,000                                   | Chet Huntley<br>Reporting<br>sust   |  | D Edwards<br>Amer Home<br>(Bates)<br>N-L \$9,500††                   | News<br>sust<br>N-L \$6,500††  |  | No net service  D Edwards Benson & Hedges (DDB) N-L \$9,500††                   | (DCSAS)   |  |
|                | You Asked for It<br>Skippy Peanut<br>Butter (GBB)<br>M-F \$24,000            | Campbell Soup<br>(BBDO)   | Mark Saber<br>Sterling Drug<br>(DFS)<br>A-F \$14,000  | ABC News   | No net service  D Edwards Amer Home (repeat feed)                    | News<br>sust<br>(repeat feed)  | ABC News   | No net service  D Edwards Benson & Hedges (repeat feed)                         | News<br>(repeat feed)<br>Bristol-Myers  | ABC sty  |
| 7:30           | Maverick<br>Kniser Co (Y&R)<br>Drackett (Y&R)<br>(7:30-8:30)<br>W-F \$70,000 | lack Renny  | Northwest Passage RCA (K&E) alt R, J, Reynolds (Esty)   | (H. Elsen)   | Name That<br>Tune<br>Amer Home<br>(Bates)<br>Q-L \$23,000            | *Tic Tac Dough<br>P&G (B&B)<br>Q-L \$23,500  | Cheyenne (alt wks 7:30-8:30) Harold Ritchie (A&C) Johnson & Johnson (X&R) Armour (FC&B) W-F \$78,000 | Stars in Action   | Dragnet P&G (12/23 only) Pilisbury (1/6 only) My-F \$35,000   | The Pi-<br>Sha<br>Star<br>Lawrence<br>Plymouth<br>(7:30-<br>Mu-L |
| 8:00           | Maverick   | Ed Sullivan<br>(8-9)<br>Mercury (K&E)<br>alt Kodsk (JWT)<br>V-L \$79,500            | Greyhound DuPont Polarold Norelco, Zenith Mutual of Omaha   | Shirley Temple's<br>Storybook<br>(7:30-8:30 every<br>third week)<br>J. H. Breck<br>(Ayer)<br>Dr.F \$65,000 | The Texan<br>Brown & Wmsn<br>(Bates)<br>W-F \$37,000                 | Restless Gun<br>Sterling Drug<br>(DFS) alt<br>P&G (Compton)<br>W-F \$37,500                                | Sugarfoot<br>(alt wks<br>7:30-8:30)<br>Am Chicle<br>(Bates)<br>Luden's<br>(Mathes)<br>W-F \$78,000   | Invisible Man<br>sust   | *Eddie Fisher<br>L&M (Me-E)<br>(alt week; 8-9)<br>*George Gobel<br>RCA (K&E)<br>Whirlpool (K&E)<br>V-L \$98,000 | Plymout<br>Lawr<br>Wo  |
| 8:30<br>9:00   | Law Man R. J. Reynolds (Esty) General Mills (DFS) W-F \$41,000               | Ed Sullivan   | Shirley Temple's<br>Storybook<br>Nat'l Dairy, Hill<br>Bros., J. H. Breek<br>(all Ayer)<br>(8-9; 12/21)<br>DrF \$179,000 | Bold Journey   | Father Knows Best Lever (JWT) alt Scott (JWT) Se-F \$38,000          | Wells Fargo Amer Tobacco (SSC&B) alt Bulck (Mc·E) W·F \$43,800   | Wyatt Earp<br>Gen Mills (DFS)<br>alt P&G<br>(Compton)<br>W-F \$38,000                                | To Tell the<br>Truth<br>Carter (Bates)<br>Marthoro<br>(Burnett)<br>Q-L \$22,000 | Eddic Fisher<br>alt<br>George Gobel   | Ozzie &<br>Kodak<br>Quaker<br>(WE<br>Sc-F                        |
| 9:30           | Colt .45<br>Whitehall<br>(Bates) alt<br>Beech-Nut<br>(Y&R)<br>W-F \$13,800   | G. E. Theatre<br>Gen Electric<br>(BBDO)<br>Dr.F \$51,000                            | *Dinah Shore<br>Chevy Show<br>(9-10)<br>Chevrolet<br>(Camp-E)<br>V-L \$150,000  | Voice of<br>Firestone<br>Firestone<br>(Sweeney &<br>James)<br>Mu-L \$32,000                                | Danny Thomas<br>Gen Foods<br>(B&B)<br>Sc-F \$47 500                  | Peter Gunn Bristol-Myers (DCS&S) My-F \$38,000 Adventures In Music Amer Tel & Tel (Ayer) (8:30-9:30; 1/12) | The Rifleman<br>Miles Lab<br>(Wade)<br>P&G (B&B)<br>Ralston<br>(Gardner)<br>W-F \$36,000             | Arthur Codfrey Toni (North) Pharmaceuticals (Parkson) V·L \$31,000              | George Burns<br>Show<br>Colgate (Bates)<br>Sc-F \$10,000  | Donna<br>Sho<br>Campbel<br>(BBI<br>Shulton (<br>Sc-F             |
|                | Stars of Jazz<br>sust  | Hitchcock<br>Theatre<br>Bristol-Myers<br>(Y&R)<br>My-F \$39,000                     | Dinah Shore<br>Chevy Show   | Dr. I.Q.<br>sust   | Ann Sothern<br>Gen Foods<br>(B&B)<br>Sc-F \$40,000                   | Mu-L \$175,000  Alcoa-Goodyear Theater Alcoa (FSR) alt Goodyear (Y&R) Dr-F \$39,000                        | Naked City<br>Brown & Winsn<br>(Bates) alt<br>Quaker Oats<br>(WBT)<br>My·F \$37,000                  | *Red Skelton Pet Milk (Gardner) S. C. Johnson (NL&B) C-F \$52,000               | Bob Cummings<br>Reynolds (Esty)<br>Gen Foods (L<br>12/30)<br>Sc-F \$36,000                                      | Day In sus<br>(through   |
| 10:00<br>10:30 | Meet McGraw  | Keep Talking P. Lorillard (L&N) alt Lever (JWT) Q-L \$18,000                        | Loretta Young<br>P&G (B&B)<br>Dr-F \$12,500   | Patti Page<br>Show<br>Oldsmobile<br>(Brother)<br>V-L \$10,000  | Desilu Playhouse (10-11) Westinghouse (Mc-E) Dr-F \$82,000 (average) | Arthur Murray Party P. Lorillard (L&N) alt Pharmaceutleal (Parkson) V-L \$30,000                           | Confession<br>sust   | Garry Moore<br>(10-11)<br>Revion<br>(LaRoche)<br>V-L \$59,000<br>(½ hr.)        | The<br>Californians<br>Singer (Y&R)<br>alt<br>Lipton (Y&R)<br>W-F \$37,500                                      | Wed F<br>Figh<br>Brown &<br>(Bute<br>Miles (1<br>(10-co<br>Sp-L  |
| 10.50          | No net service   | What's My Line Kellogg (Burnett) alt Fla. Citrus (B&B) Q-L \$32,000                 | No net service  | John Daly News Whitehall (Bates) Lorillard (L&N) N-L \$6,000  No net service                               | Desilu<br>Playhouse  | No net service   | john Daly News<br>Lorlllard (L&N)<br>Whitehall<br>(Bates)<br>N-L \$6,000<br>No net service           | Garry Moore<br>Kellogg<br>(Burnett)<br>alt<br>Plitsburgh Plate<br>(Maxon)       | No net service  |  |

\*Color show, ††Cost is per segment, Prices do not include austaining, participating or co-up programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include com-

mercials or time charges. This chart covers period 20 Dec.-16 Jan. Program are indicated as follows: (A) Adventure, (Au) Audience Participation, (O) Co (D) Documentary, (Dr) Drama, (F) Film, (I) Interview, (J) Juvenile, (D)

#### GRAPH

#### 20 DEC. - 16 JAN.

| Ì        |  |  |   |   |   |  |  |  |   |   |   |
|----------|--|--|---|---|---|--|--|--|---|---|---|
| п        |  |  |   | IURSDA  |   |  | FRIDAY   |  | SATURDAY  |   |   |
| J        | BS   | NBC  | ABC   | CBS   | NBC   | ABC  | CBS  | NBC  | ABC   | CBS   | NBC   |
| A Second | service  |  |   |   |   |  |  |  | -   |   |   |
| 101      | wards<br>(Bates)<br>\$9,500††                              | News<br>sust   |   | D Edwards<br>Whitehall<br>(Bates)<br>N.L. \$9,500††   | News Bristol-Myers (DCS&8) alt sust N-L \$6,500††   |  | D Edwards<br>Gen Foods<br>(B&B)<br>alt sust<br>N-L \$9,500††                         | News<br>sust   |   |   |   |
|          | service<br>wards<br>rter<br>t feed)                        | News<br>Sust<br>(repest feed)  | ABC News  | No net service  D Edwards Whitehall   | News<br>Bristol-Myers<br>alt sust<br>(repeat feed)  | ABC News   | No net service  D Edwards Gen Foods alt sust (reneat feed)                           | No net service  News (repeat feed)   |   |   |   |
| X        | light<br>ater<br>st  | Wagon Train<br>(7:30-8:30)<br>Ford (var. hour)<br>(JWT)<br>National Biscuit<br>(var. ½ hr.)<br>(Me-E)<br>W-F \$35,500<br>(½ hr.) | Leave It To<br>Beaver<br>Miles Lab<br>(Wade)<br>Ralston<br>(Gardner)<br>Se-F \$36,000 | l Love Lucy Pillsbury (Burnett) alt Clairol (FC&B) Se-F \$25,000  | Jefferson Drum<br>Sweets Co.<br>(Henry Eisen)<br>alt sust<br>W-F \$18,500                   | Rin Tin Tin<br>Nabiseo (K&E)<br>A-F \$36,000   | Your Hit Parade<br>Amer Tobacco<br>(BBDO)<br>Mu-L \$12,500                           | Buckskin<br>Pillsbury<br>(Burnett)<br>alt sust<br>W-F \$24,000                                   | Dick Clark<br>Show<br>Beech-Nut<br>Life Savers<br>(Y&R)<br>Mu-L \$14,500                  | Perry Mason<br>(7:30-8:30)<br>Van Heusen<br>(Grey)<br>Parliament<br>(B&B)<br>My-F \$25,700<br>(20 mln.) | People Are<br>Funny<br>Toni (North) alt<br>R. J. Reynolds<br>(Esty)<br>Au-F \$24,000                                |
| 日本 日本日   | suit -9) (Grey) wks Home Mennen P&G (B) \$45,000           | Wagon Train<br>R. J. Reynolds<br>(Esty)<br>(various ½ hrs)<br>Elgin (JWT)  | Zorro<br>AC Spark<br>(Brother)<br>7-Up (JWT)<br>A-F \$37,000                          | December<br>Bride<br>General Foods<br>(B&B)<br>Se-F \$32,000  | Ed Wynn Show L&M (Me-E) Se-F \$16,000 Steve Canyon L&M (Me-E) alt sust (1/8 S) A-F \$44,000 | Walt Disney<br>Presents<br>(8-9)<br>M-F \$57,000<br>(½ hr.)  | Trackdown Am Tobac (BBDO) alt Socony (Compton) A-F \$33,500                          | Further Advent. of Ellery Queen (8-9) RCA (K&E) (various ½ hrs) My-F \$27,500 (½ hr.)            | Jubilee, U.S.A. (8-9) Williamson- Dickie (Evans & Assoc.) Hill Bros. (Ayer) Mu-L \$12,500 | Perry Mason<br>Sterling (DFS)<br>Gulf (Y&R)<br>Hamm (C-M)   | °Perry Como (8-9) Kimberley-Clark, (FC&B) RCA & Whirlpool (K&E) V-L \$120,000                                       |
| 通過日      | Star<br>Show<br>(Peck)<br>1/7)<br>\$175,000                | Price Is Right<br>Lever (JWT)<br>Speidel (NC&K)<br>Q-L \$21,500  | The Real<br>McCoys<br>Sylvania (JWT)<br>Se-F \$36,000                                 | Derringer<br>S. C. Johnson<br>(NL&B)<br>W-F \$38,000  | It Could Be<br>You<br>Pharmaceuticals<br>(Parkson)<br>Q-L \$26,000                          | Walt Disney<br>Hill Bros. (Ayer)<br>Kellogg<br>(Burnett)<br>Reynolds Metal<br>(Buchan. &<br>Frank) | Jackie Gleason<br>Lever (JWT)<br>alt<br>Pharmaceuticals<br>(Parkson)<br>C-L \$58,000 | Ellery Queen Bell & Howell (Mc-E) Pillsbury (Burnett) P&G (1/2 only)                             | Jubilee, U.S.A.<br>Massey-Ferguson<br>(Associated<br>Adv.)                                | Wanted Dead<br>or Alive<br>Brn. & Wmson<br>(Bates)<br>W-F \$39,000                                      | Chmstrnd (DDB) Polaroid (DDB) Sunbeam (Perrin-Paus) Nozzema (SSC&B) Am Dairy (C-M) Knomark) (Mogul)                 |
| 200      | llionaire<br>(Bates)<br>\$37,000                           | Milton Berle<br>Kraft (JWT)<br>C-L \$50,000  | Pat Boone<br>Chevy<br>Showroom<br>Chevrolet<br>(Camp-E)<br>V-L \$45,000               | Zane Gray S. C. Johnson (NL&B) alt General Foods (B&B) W-F \$45,000   | Behind Closed<br>Doors<br>L&M (Mc-E) alt<br>Whitehall<br>(Bates)<br>A-F \$38,000            | Man With A<br>Camera<br>General Elec.<br>(BBDO)<br>A-F \$26,000                                    | Phil Silvers R. J. Reynolds (Esty) Schick (B&B) Sc-F \$12,000                        | M Squad<br>Amer. Tobac.<br>(SSC&B)<br>alt sust<br>My-F \$31,000                                  | Lawrence Welk<br>Dodge (Grant)<br>(9-10)<br>Mu-L \$17,500                                 | Gale Storm<br>Nestle (Houston)<br>alt<br>Lever (1/10 S)<br>Se-F \$39,500                                | Steve   Canyon   L&M   (Mc-E)   A-F   \$44,000   Black   Saddle   L&M   (Mc-E)   alt sust (1/10 S)   W-F   \$37,000 |
| 1        | Got a<br>ret<br>teynolds<br>ty)<br>\$27,000                | Bat Masterson<br>Kraft (JWT)<br>Sealtest (JWT)<br>W-F \$38,000   | Rough Riders<br>P. Lorillard<br>(L&N)<br>W-F \$47,000†                                | Playhouse 90<br>(9:30-11)<br>Amer Gas<br>(L&N) alt<br>Kimberly-Clark<br>(FC&B)<br>Dr-L&F \$45,000<br>(3½ hr.) | Ford Show<br>Ford (JWT)<br>CV-L \$38,000  | 77 Sunset Strip<br>(9:30-10:30)<br>Amer. Chiele<br>(Bates)<br>My-F 872,000                         | Playhouse<br>Lux (JWT) alt<br>Schlitz (JWT)<br>Dr.F \$38,000                         | The Thin Man Colgate (Bates) My-F \$40,000 Bob Hope Show Buick (Mc-E) (9-10; 1/16) C-L \$320,000 | Lawrence Welk   | Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$38,000                                    | Cimarron City<br>(9:30-10:30)<br>sust<br>W-F \$30,000   |
| E.       | reel Hr<br>10-11)<br>Steel<br>DO)<br>\$60,000              | This Is Your<br>Life<br>P&G (B&B)<br>D-L \$52,000  | Make Mine<br>Music<br>sust  | Playhouse 90<br>P&G (B&B) alt<br>Allstate<br>(Burnett)  | You Bet Your<br>Life<br>Toni (North)<br>Lever (JWT)<br>Q-L \$51,750                         | 77 Sunset Strip<br>Carter Prod.<br>(Bates)<br>Whitehall<br>(Bates)<br>Harold Ritchie<br>(A&C)      | The Line Up<br>P&G (Y&R)<br>My-F 834,000   | Cavalcade of<br>Sports<br>Gillette (Maxon)<br>(10-conel)<br>Sp-L \$45,000                        | Music From<br>Manhattan<br>Manhattan Shirt<br>(Peck)<br>Mu-L \$17,000                     | Gunsmoke<br>L&M (DFS) alt<br>Sperry-Rand<br>(Y&R)<br>W-F \$40,000                                       | Cimarron City<br>sust   |
| ret.     | trong<br>Theatre<br>: 10-11)<br>ng Cork<br>DO)<br>\$18,000 | No net service   | John Daly News Whitehall (Bates) Lorillard (L&N) N·L \$8,000  No net service          | Playhouse 90<br>Eigin (JWT)<br>alt sust   | No net service  | John Daly News P. Lorillard, (L&N) Whitehall (Bater) N-L \$6,000 No net service                    | Person to Person P. Lorillard (L&N) slt Rovion War&L) I-L \$38,000                   | Fight Beat<br>Bristol-Myers<br>(DCS&S)<br>Sp-L \$3,000   |   |   | Brains & Brawn L&M (Mc-E) Q-L \$45,000 DA's Man L&M (Mc-E) (1/3 8) A-F \$38,000                                     |

lise, (Mu) Music, (My) Mystery, (N) Nows, (Q) Quiz, (S) Serial, (Sc)
L preceding date means last date on air. S. following date means starting date for new show or sponsor in time slot:

43

# MEET THE CAROLINA TRIAD OF WLOS-TV

ASHEVILLE SPARTANBURG GREENVILLE GEORGIA

# ... mammoth market in the rich southeast stretching across 62 counties in six states!

With retail sales of \$1,848,670,000,\* the Carolina Triad is a "must buy" for any top TV schedule!

PRIMARY ABC—The new WLOS-TV delivers the only unduplicated VHF network service to the entire Carolina Triad!

Only WLOS-TV can deliver you complete coverage of this rich triad—425,360 TV homes in 62 counties of six states!



6,089 feet above sea level atop Mt. Pisgah

# MEET IT SELL IT PROFIT FROM IT WITH WLOS-TV

towering new force in Southeastern TV

#### WLOS-TV

Unduplicated ABC in

ASHEVILLE • GREENVILLE SPARTANBURG

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc. Southeastern Representative: James S. Avers Co.

<sup>\*</sup> Survey of Buying Power Sales Management — May, 1958 † #NCS #3 — All TV Homes



#### COMPA

|                   |  | SUNDAY  |  | N  | MONDAY   |  | TUESDAY  |   |   |   |
|-------------------|--|---|--|--|--|--|--|---|---|---|
| :00               | ABC  | CBS   | NBC  | ABC  | CBS  | NBC  | ABC  | CBS   | NBC   | ı |
| 15                |  | Lamp Unto My<br>Feet<br>sust                                      |  |  | For Love or<br>Money<br>sust                                   | Dough Re Mi<br>sust  |  | For Love or<br>Money<br>sust                            | Dough Re Mi<br>sust   |   |
| :45               |  | Look Up & Live  |  |  | Play Your Hunch  | Treasure Hunt Ponds alt Lever P&G alt Mentholatum          |  | Play Your Hunch   | Treasure Hunt Al. Culver alt Glass Wax Frigidaire att Pharmaceuticals | Ī |
| 15                |  | The U.N. in<br>Action<br>sust                                     |  |  | Arthur Codfrey Gen Mills Standard Brands                       | Price Is Right Lever Bros alt Ponds Sterling alt Whitehall |  | Arthur Godfrey Gen Mills alt sust Libby alt Ronson      | Price Is Right<br>Lever alt Sunshine<br>Stand Brands                  |   |
| 30<br>45          | Bishop Pike<br>sust                                    | Camera Three  |  | Peter Lind Hayes<br>Gillette Co.<br>Shulton            | Top Dollar<br>Colgata  | Concentration<br>Pharm. alt Lever<br>Armour alt Culver     | Peter Lind Hayes<br>Amana Refrig.                                | Top Dollar<br>Colgate                                   | Concentration Frigidaire alt Pharma. Lever alt Alberto Cuiver         | P |
| 2N<br>:15         | College News<br>Conference<br>sust                     |   |  | Peter Lind Hayes<br>Gen Foods<br>Sunshine<br>alt Lever | Love of Life   | Tic Tac Dough Ponds alt Dow P&G                            | Peter Lind Hayes<br>Shulton alt<br>Armour & Co.<br>General Foods | Love of Life<br>Quaker alt Libby<br>Amer Home           | Tic Tac Dough<br>Stand Brands<br>P&G                                  | P |
| 30<br>45          | Johns Hopkins<br>File 7<br>sust                        | Face the Nation   |  | Play Your Hunch<br>Minn. Mining<br>Johnson & Johnson   | Search for<br>Tomerrow<br>P&G<br>Guiding Light<br>P&G          | It Could Be You Whitehall alt Menthol Ponds alt P&G        | Play Your Hunch<br>Beech-Nut alt<br>Lever alt<br>Seeman Bros.    | Search for<br>Tomorrow<br>P&G<br>Guiding Light          | Al Culver alt Pharmaceuticals Armour alt P&G                          | F |
| 00<br>15          | Open Hearing   | 1   | Nat'l Football<br>League Champion-<br>ship Game<br>Phillip Morris,<br>Clinton Engines, | Liberace<br>Armour & Co.<br>Gen Foods                  | No net service<br>News (1:25-1:30)                             | No net service   | Liberace<br>Armour & Co.<br>Minn, Mining                         | No net service  News (1:25-1:30) sust                   | No net service  | İ |
| 30<br>45          |  |   | Hygrade Food<br>(1:45 to concl.;<br>12/28)<br>Frontiers of Faith<br>sust               | ТВА  | As the World Turns P&G Sterling alt Carnation                  | No net service   | ТВА  | As the World Turns P&G Sterling alt                     | No net service  | l |
| 15                |  |   | Mr. Wizard<br>sust   | Day In Court<br>General Mills                          | Jimmy Dean Show<br>sust  | Truth or<br>Consequences                                   | Day In Court<br>Beech-Nut Life<br>Savers, Gillette               | Jimmy Dean Show Libby alt sust Miles alt sust           | Truth or<br>Consequences<br>sust                                      | İ |
| 45                |  |   | NBA—Pro<br>Basketball<br>Bayuk Cigars<br>(¼ sponsorship)                               | Music Bingo<br>Gen Foods<br>Amer Home                  | Art Linkletter Stand Brands alt Lever Standard Brands Van Camp | Haggis Baggis<br>sust<br>Menthol alt sust                  | Music Bingo<br>Bristol-Myers                                     | Art Linkletter Swift alt Toni Kellogg                   | Haggis Baggis<br>sust<br>sust   | ١ |
| :00               |  |   |  | Beat The Clock<br>Gen Foods<br>Lever                   | Big Payoff<br>Colgate  | Young Dr. Malone<br>sust<br>sust                           | Beat The Clock<br>Beech-Nut                                      | Big Payoff<br>sust                                      | Young Dr. Malone<br>P&G alt Nabisco<br>sust                           | 0 |
| :30<br>:45<br>:00 | Roller Derby<br>sust                                   |   |  | Who Do You<br>Trust?<br>Bristol-Myers                  | Verdict Is Yours<br>Stand Brands<br>Bristol-Myers              | From These Roots P&G sust                                  | Who Do You<br>Trust?<br>Johnson & Johnson<br>Minn Mining         | Verdict Is Yours Gen Mills alt Carnation Swift alt Toni | From These Roots P&G sust   |   |
| :15               | Roller Derby   |   | Pro Bowl Game<br>L&M (Mc-E)<br>alt Mercury (K&E)<br>(f to concl.; 1/11)                | American<br>Bandstand<br>Easteo,<br>Lever<br>Shulton   | Brighter Day P&G Secret Storm Amer Home Prod                   | Queen for a Day Ponds alt Sterting P&G                     |  | Brighter Day P&G Secret Storm Gen Mills alt Quaker      | Queen for a Day<br>Standard Brands<br>P&G                             |   |
| :45               | Bowling Stars<br>Amer Machine                          | Network News  |  | American<br>Bandstand<br>Hotlywood Candy               | Edge of Night P&G Pharmaceuticals                              | County Fair sust Sterling alt Lever                        | American<br>Bandstand  | Edge of Night P&G Sterling alt Miles                    | County Fair<br>Dow alt sust<br>sust alt<br>Lever                      |   |
| :15               | Paul Winchell<br>Bartz, Gen Mills                      | Game of Politics<br>sust<br>College Bow!<br>G. E. (BBDO)<br>(% S) | Omnibus<br>(5-6 alt wks)<br>Aluminium Ltd.   | American<br>Bandstand<br>eo-op                         |  |  | American<br>Bandstand<br>co-op                                   |   |   | Ī |
| :45               | Lone Ranger<br>Geo Milis<br>Cracker Jack<br>Fritos Co. | Amateur Hour<br>Pharmaceuticals                                   | NBC Kaleidoscope<br>(5-6 att wks)<br>sust  | Mickey Mouse<br>Club<br>Sweets Co.<br>Bristol-Myers    |  |  | Walt Disney's<br>Adventure Time<br>P&G                           |   |   | I |

HOW TO USE SPONSORS
NETWORK TELEVISION
COMPARAGRAPH & INDEX

The network schedule on this and preceding pages (42, 43) includes regularly scheduled programing 20 Dec. to 16 Jan., inclusive (with possible exception of changes made by the networks after presstime). Irregularly scheduled programs to appear during this period are listed as well, with air dates. The only regularly scheduled pro-

#### GRAPH

#### 20 DEC. - 16 JAN.

|                   |  |   | HURSDA   | Y  |   | FRIDAY  |   | SATURDAY                                       |  |  |  |
|-------------------|--|---|--|--|---|---|---|--|--|--|--|
| 5                 | NBC  | ABC   | CBS  | NBC  | ABC   | CBS   | NBC   | ABC  | CBS  | NBC  |  |
| r                 | Dough Re Mi<br>Geld Seal                                 |   | For Love or<br>Money<br>sust   | Dough Re Mi<br>sust<br>Mentholatum                         |   | For Love or Money sust Leter alt sust                       | Dough Re Mi<br>eust<br>Armour   |  | Captain Kangaroo<br>Partie<br>Schwinn                              | Howdy Doody<br>Continental<br>Baking                                     |  |
| inch              | Treasure Hunt Heinz alt Brillo Corn Prod alt P&G         |   | Play Your Hunch<br>sust<br>Scott alt sust  | Treasure Hunt Pillsbury alt Frigidaire P&G alt Heinz       |   | Play Your Hunch<br>Swift alt sust<br>Lever alt sust         | Treasure Hunt Gen Mills alt Ponds Whitehall alt Sterling                  |  | Mighty Mouse<br>Gen Foods alt<br>Colgate                           | Ruff & Reddy<br>Gen Foods<br>alt Mars                                    |  |
| krey<br>Mrs       | Price Is Right Frigidaire Sterling Sandura alt Pillsbury |   | Arthur Godfrey<br>sust alt<br>Pharmaceuticals<br>Stand Brands                        | Price Is Right Al. Culver alt Lever Bros Miles alt Menthol |   | Arthur Godfrey<br>U.S. Steel alt<br>Pharmaceu.<br>sust      | Price Is Right<br>Lever alt Corn Prod<br>Stand Brands<br>alt<br>Gen Mills | Uncle Al Show<br>(11-12)<br>National Biscult   | Heckle & Jeckle<br>Swift alt sust<br>General Mills                 | Fury<br>Borden<br>alt Gen Foods  |  |
|                   | Concentration<br>Heinz alt Miles<br>Sabisco alt Armour   | Tournament of<br>Roses Parade<br>Quaker Oats<br>11:30-1:45; 1/1)1     | Top Dollar<br>Colgate  | Concentration Pillsbury alt Lever Helnz alt Whitehall      | Peter Lind Hayes<br>Minn. Mining<br>Gillette                | Top Dollar<br>Colgate                                       | Concentration<br>Ponds alt sust<br>Lever                                  | Uncle Al Show                                  | Adventures of<br>Robin Hood<br>sust                                | Circus Boy<br>Mars elt<br>sust   |  |
| e<br>rod          | Tic Tac Dough Helnz alt Pillsbury P&G                    | Peter Lind Hayes<br>Amer Home<br>Gen Foods<br>Nestle<br>(11:30-12:30) | Love of Life<br>Scott<br>Amer Home   | P&G  | Peter Lind Hayes<br>Gen Foods<br>Beech-Nut                  | alt sust<br>Lever alt Gen Mills                             | Tic Tac Dough<br>Gen Mills alt<br>Sunshine<br>P&G                         |  |  | True Story sust Sterling Drug  |  |
| iht               | Whitehall alt Pharmaceuticals Corn Prod alt Brillo       | Play Your Hunch<br>Armour<br>Reynolds Metals                          | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G                                | It Could Be You<br>Miles alt Pillsbury<br>P&G              | Play Your Hunch<br>Gen Mills alt<br>Nestle<br>Bristol-Myers | Search for<br>Tomorrow<br>P&G<br>Guiding Light<br>P&G       | Stand Brands alt Ponds P&G alt Corn Prod                                  |  |  | Detective Diary<br>Sterling Drug<br>sust                                 |  |
| s ice             | No net service   | Liberace<br>Reynolds Metals<br>Gen Foods                              | Orange Bowl<br>Carter, Reynolds<br>(1:30 to conel.; 1/1)<br>News<br>(1:25-1:30) sust | No net service   | Liberace<br>Beech-Nut<br>Armour                             | No net service  News (1:25-1:30) sust)                      | No net service  |  |  | No net service   |  |
| wid               | No net service   | TBA   | As the World Turns P&G Pillsbury   | Sugar Bowl Game<br>Bayuk Cigars<br>(1:45 to concl.; 1/1)   | TBA   | As the World Turns P&G Swift alt Sterling                   | No net service  |  | Pro Hockey<br>eo-sponsorship<br>(2 to concl.;<br>1/3 & 1/10)       | Blue-Gray Game<br>Gillette<br>(1:45 to concl.;<br>12/27)                 |  |
| how<br>list       | Truth or<br>Consequences<br>sust                         | Day In Court<br>Amer Home<br>Johnson & Johnson                        | limmy Dean Show Lever alt Van Camp Brn & Wmsn alt Lever                              | Truth or<br>Consequences<br>Culver alt sust<br>sust        | Day in Court<br>Bristol-Myers<br>Amer Home                  | Jimmy Dean Show Kodak alt sust Gerber alt sust              | Truth or<br>Consequences<br>sust  |  | Gator Bowi<br>Carter, Renault,<br>Reynolds<br>(2 to concl.; 12/27) | No net service   |  |
| li er<br>B        | Haggis Baggis<br>sust<br>Brillo alt sust                 | Music Bingo<br>Johnson & Johnson<br>Nastle                            | Art Linkletter Kellogg Pillsbury   | Haggis Baggis  | Music Bingo<br>Gen Foods                                    | Art Linkletter Lever Bros Swift alt Staley                  | Haggis Baggis<br>Lever alt sust   |  |  | Wheaties Sports Page General Mills                                       |  |
|                   | oung Dr. Malone<br>P&G<br>sust                           | Beat The Clock<br>Gen Foods<br>Armour                                 | Big Payoff<br>sust   | Young Dr. Malone<br>P&G alt Armour<br>sust                 | Beat The Clock<br>Gen Foods<br>Seeman Bros.                 | Big Payoff<br>Colgate                                       | Young Dr. Malone P&G sust   |  |  | Senior Bowl Game<br>Bayuk Cigars<br>(3 to conel.; 1/3)                   |  |
| urs               | P&G alt sust Frigidaire alt sust                         | Who Do You<br>Trust?<br>Amana Refrig.                                 | Verdict Is Yours<br>Sterling alt Scott<br>Libby<br>alt Scott                         | From These Roots P&G sust                                  | Who Do You<br>Trust?<br>Gen Foods<br>Beech-Nut              | Verdict Is Yours Gen Mills alt Atlantis Gen Mills alt Lever | From These Roots P&G sit sust sust  |  | Holiday Bowl<br>sust (12/20)                                       |  |  |
| y<br>iha<br>inrod | Queen for a Day<br>Corn Prod alt<br>Pillsbury<br>P&G     | American<br>Bandstand<br>5th Ave Candy<br>Welch                       | Brighter Day P&G Secret Storm Scott alt Amer Home                                    | Queen for a Day Al. Culver alt Miles P&G                   | American<br>Bandstand<br>Gen. Mills<br>5th Ave. Candy       | Brighter Day P&G Secret Storm Amer Home Prod alt Gen Mille  | Queen for a Day<br>Whitehall alt<br>Corn Prod.<br>P&G                     |  |  |  |  |
| hht<br>k t        | County Fair Frigidaire alt Gen Mills sust alt Sterling   | American<br>Bandstand<br>Gillette                                     | Edge of Night P&G Pillsbury  | County Fair<br>Heinz alt<br>sust<br>Nabisco alt Lever      | American<br>Bandstand<br>Easteo                             | Edge of Night P&G Amer Home alt Sterling                    | County Fair<br>Sterling<br>alt Gold Seal<br>Lever alt sust                |  |  | East-West Shrine  Game  Savings & Loan  Fund, R. J.  Reynolds, Whitchall |  |
|                   |  | American<br>Bandstand<br>co-op  |  | Rose Bowl Game<br>Gillette<br>(4:45 to conel.; 1/1)        | American<br>Bandstand<br>co-op                              |   |   | All-Star Golf<br>Miller Brew<br>Reynolds Metal |  | (4:45 to conel.;<br>12/27)   |  |
|                   |  | Walt Disney's<br>Adventure Time<br>Miles                              |  |  | Mickey Mouse<br>Club<br>Gen Mills<br>Sweets, P&G            |   |   | All-Star Golf                                  | Lone Ranger<br>Nestle alt<br>Gen Mills                             |  |  |

grams not listed are: Tonight, NBC, 11:15 p.m.-1:00 a.m., Monday-Friday, participating sponsorship; Sunday News Special, CBS, Sunday, 11:11:15 p.m. (Carter and Whitehall); Today, NBC, 7:00-9:00 a.m., Monday-Friday, participating; News CBS, 7:45-8:00 a.m. and 8:45-9:00 a.m., Monday-Friday, All times are Eastern Standard.

Sponsors, co-sponsors and alternate-week sponsors are shown along with names of programs. Alphabetical index of nighttime programs has been discontinued. Show costs descriptions and agencies (in parenthesis) are included in the charts on pages 42 and 43.



A Merry Christmas to "Jaxie's" Friends in National and Local Agencies

You've made 1958 a Year to Remember down WFGA-TV way!

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.



#### STANDARD OIL

(Cont'd from page 37)

the KTTV publicity department. Every television editor in the Los Angeles area was hit with a barrage of five mailings, each accompanied by rubber replicas of whales, frogs, deepsea divers and other underwater reminders. Then came the climax-an actor costumed in full skin-diving equipment delivered a seven-foot paper fish to every ty columnist and editor. The dailies responded with features in The Los Angeles Mirror, Times, Herald Express and Sunday Examiner, plus a large story in the Pasadena Star-News.

But one of the most significant aspects of the promotion was its identification value to Standard. A BBDO executive commented, "The amount of Sea Hunt mail sent directly to Standard is a solid indication that this promotion has paid off in sponsor identification. On previous shows, the bulk of mail went to the stations.'

A sidelight on promotion of the series was the fact that Standard was able to use the series to develop employee enthusiasm. In Standard-Chevron, the company's bimonthly house magazine, a full-page article appeared, stressing today's interest in skin diving and pointing out that "Standard will reach a potential of 5,000,000 ty homes in our marketing area with this series."

In addition to station promotions that were worked up in cooperation with Standard and BBDO, a number of stations demonstrated their independent stake in furthering the series. In doing this, they were naturally interested in renewal prospects as well as building up their own programing.

The renewal of the series for a second year was in part a sign of the success of the station promotions, since the lineup is essentially the same as it was at first. Most of the stations have retained the program in its original time period. However, where local conditions favored moving the program into a better time slot, this was done in a number of cases.

Another factor was the planning done by Ziv in advance, with a detailed set of promotion blueprints in the "idea file" section of the promotion kit for Sea Hunt. By working with local groups, clubs and organizations, considerable word-of-mouth publicity was obtained that was over and above the results that were scored through the usual promotional chan-



#### 161,000 TV HOMES

KODE-TV in the Joplin market covers a 4-state area with 167,769 TV homes, 669,800 population and \$776,919,000 buying power.

Joplin is the urban center of 11 communities in an 18-mile radius with a combined population of

KODE-TV in the Joplin market is 28% taller, and 29% more powerful than any competitor.

\*Television Mag. Set Count-Oct.

# CREATED BY

JOPLIN, MO.



WSTV, WSTV-TV, Steubenville; WBOY, WBOY-TV, Clarksburg; KODE, KODE-TV, Joplin; WPAR, Parkersburg; WPIT, Pittsburgh KMLB, Monroe, La.; Colmes-Werrenrath Prod., Inc., Chicago \*\*



#### FILM-SCOPE

20 DECEMBER 1958

Copyright 1958

SPONSOR

PUBLICATIONS INC.

Look for a revival of mysteries, detective shows and science-fiction in syndication in 1959.

CNP's Earl Rettig is considering production of these shows for next year:

- · A mystery series based on the stories of a popular author.
- · A detective show recreating the New York police force of the 1920's.
- . A science-fiction program with a documentary point of view.

.

Comedy shows are continuing to sell in syndication despite the problems of live network comedy this year.

A series like Glencannon, for example, has come up with two large regional sponsors in the last few weeks.

Olympia Brewing signed for 47 Pacific markets, through Botsford, Constantine & Gardner, Seattle.

Blue Plate Foods bought 23 southern and southeastern cities, through Fitzgerald Advertising, New Orleans.

The use of tape is already proving a boon to stations in live remote recording of holiday features.

One station, WAGA-TV, Atlanta, taped the lighting of the Christmas tree at Rich's department store last week for use this week in a Christmas eve show.

The eight-point strategy behind Amoco's switch from network to syndication was finally revealed last week at a CBS Films national sales meeting.

Details of the overall blueprint were filled in by these three men: John Goodman, ad manager of the American Oil Co., Charles Shugert, executive v.p. of Joseph Katz agency, and Edward Kogan, radio/tv director for Katz.

Here are the eight points:

- 1) Amoco was a long time client of CBS in network radio and tv, and placing an order with their syndication arm was only natural.
  - 2) Local placement of syndication solved Amoco's geographical distribution problem.
  - 3) Flexibility: syndicated shows can pick the right competitive spot.
- 4) Identification: the product will be the strong personality unlike Amoco's experience when Ed Murrow and guests overshadowed the sponsors.
- Promotion: the station that won't promote the series to the hilt to build up an audience simply won't get the show.
- The mobile mood of U. S. Border Patrol—the Amoco show selected—was regarded as well suited to the products.
- It was felt that westerns have become too numerous and comedies have in many cases lost the power to entertain.
- 8) The program had a sympathetic hero and is about the exploits of an official U. S. agency. (Two other excellent syndicated programs were rejected: one didn't have a central character, and the other was set outside the borders of the United States.)

A sidelight on Amoco's buy was the role of Charles Shugert: A few years ago, while an account supervisor at Benton & Bowles, Shugert brought another oil advertiser, Conoco, into syndication via Whirlybirds, also a CBS Film series.

Amoco's big problem now: To find a satisfactory alternate week advertiser.



A study made by the Association of National Advertisers tells busines companies what's wrong with many of the business-sponsored films they've made that have had trouble getting scheduled on tv.

The gripes from stations: The films are (1) too commercial, (2) too technical, (3) wrong in length and (4) lacking in production and entertainment values.

Of the business-sponsored films that were used, 73% were thrown in by stations as time fillers.

The most common time periods given to these films are 9:30-11 a.m., 2-3 p.m. and 5-6 p.m., with 79% of stations prefering  $14\frac{1}{2}$  minute films, and 69% liking  $29\frac{1}{2}$  minute films.

Although there may be no difference in quality between a network and syndicated show, there are important economic advantages to the film distributor who can make the network deal, note major distributors.

The main reasons, they observe, are:

1. Even if the network price is less than the total syndicated price, the distributor is ahead because his operating cost is lower.

2. When it comes to re-run sales, a show coming off the network has better chances than a series the stations have already had contact with in syndication.



The problem of doing remotes with tape may be well on its way towards a solution with the new Ampex remote equipment to be delivered this month.

First field demonstrations of remote tape operation will be in January.



To date, locally-produced tape programing has yet to get the vote of confidence of important sponsor money.

Trade talk is that while technical obstacles of coverage and tape editing will ultimately be solved, there are still two important objections to tape programing that must be overcome. These are:

 Tape shows using the one-set courtroom or police station locale have a curiosity about people that tends to morbidly expose the seamier side of life.

• Tape series (budgeted at no more than \$5,000 a week and usually far less) are lacking in the production values the agencies have come to expect from celluloid.



COMMERCIALS: The latest fad to catch on in commercials is the use of art work without animation but where the camera itself is moved.

One agency commercials producer regards this as another bandwagon of the moment, like other favorite approaches that perpetually see-saw in and out of vogue, such as these:

- The high fashion vs. the "just plain folks" approach.
- The emotional vs. the rational appeal.
- · Realistic live action vs. fanciful animation.

\_

The commercials producer is beginning to gain the status of full-time creative partner along with the agency in the planning and making of many commercials.

Robert Lawrence, for example, head of Robert Lawrence Productions, notes that today's commercials are too advanced and too elaborate for the agency to create and the producer to film independently of one another.

He pointed out that it's impossible to buy good live action or animation today just by ordering the film; the agency and producer have to work together to get the right result.

One instance of producer creativity brought out was the animation series of Lestoil, built around the Mr. Dirt character and the use of humor.



20 DECEMBER 1958
Compright 1958
SPONSOR
PUBLICATIONS INC.

#### WASHINGTON WEEK

Prospects point to a House Commerce Legislative Oversight subcommittee report bordering on the innocuous.

This will be the report of the year-long and often sensational probes under chairman Oren Harris (D., Ark.), mostly of the FCC, but occasionally of other regulatory agencies.

The subcommittee met for two days, argued loud and long, and appears set to come up with final conclusions not greatly different from a bill which Harris introduced in the last session of Congress, providing for:

Codes of ethics for the regulatory agencies, tightening up of prohibitions against of the record contacts, repeal of the provision permitting FCC commissioners, but not their counterparts in other agencies, to accept "honorariums."

The FCC has, itself, recommended the latter two changes, but remains the only regulatory body to shy at a code of ethics.

If the FCC is to be shaken up drastically or altered radically, the Senate Commerce Committee will be the body to initiate the changes.

That appears to be a fair statement. Also a logical one, since the committee is much more expert on communications matter than its opposite number on the other side of Capitol Hill.

However, the situation over in the Senate is far from clear. There were sweeping proposals during the last Congress, but these were never considered seriously. It remains doubt-ful whether this much more statesmanlike and knowledgeable committee will do things in haste which the broadcasting industry might repent at leisure.



FCC has not set what it proposes to do about option time, except that the device must be retained as an essential of network operations.

Latest consideration of the Barrow Report recommendation to wipe out option time resulted in no conclusions except that, it is reported. It is believed, however, that anti-optiontime forces will be tossed the bone of a reduction of up to an hour per broadcasting segment.

This was not an unexpected development, since many commissioners made known their general position in favor of option time without undue shyness. However, it puts increasing emphasis on the importance of the RCA-Westinghouse case.

Justice Department big-wigs have been just as outspoken in saying (to the FCC, among others) that under the film industry's Paramount case precedent, network option time is a "per se" violation of antitrust laws.

The question involved in the RCA-Westinghouse case at this stage is whether Justice must speak its piece to the FCC and then abide by the FCC decision in any case where it feels there is a possible violation of the antitrust laws.

Justice had attacked the NBC-Westinghouse sale-trade of Cleveland and Philadelphia broadcasting stations, but the Appeals Court ruled that FCC approval insulated the transaction against Justice action. The FCC was held to be the "expert body" charged with regulating broadcasting. The case is now in the Supreme Court.

With the FCC apparently set to defy Justice on network option time, the Supreme Court decision may control whether Justice will be powerless to move against the practice.



20 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

#### **SPONSOR HEARS**

The real surprising merger when it comes—early in 1959—will involve one of the agency giants in New York with a good-sized Chicago agency.

It will strengthen the New York component tremendously in the grocery field.

This could turn out to be the last season for Perry Como as a regular Saturday NBC feature (after which he would become a specials participant 8-10 times a year).

He's bought a home in Jupiter, Fla., and plans to settle down there soon.

Though it has decided to drop Eddie Fisher, Liggett & Myers is planning to work out something with George Gobel on an alternate-week basis.

The other half of the decision is RCA's,

-

Shades of the late George Washington Hill (founder of the Hit Parade): A radio station in a major market has switched the musical content of its early morning programs to marches.

The new chairman of the board likes them.

.

Watch for local stations to begin shying away from the zoo of sound effects that they've been using as program trademarks.

It was effective stuff when one station in a market did it; but imitators have pushed it to such extremes that the gimmicks now are beginning to have a distracting effect on the commercials.

When NBC TV realigns its nighttime programing schedule with the beginning of the new year, the change will be of record dimensions for a mid-season.

In comparison with NBC, CBS TV's checkerboard position is far more static.

Want ad note: Bob Kintner is reported looking for a top-grade program specialist to work by his side on planning, acquiring, and strategy.

•

Among the reasons why nothing has come of all the talk the past year about station rep mergers are these:

- The relationship between a rep and station manager is not very negotiable.
- There's no way of making any real capital gains out of that type of merger.
- Reps have learned that there's a limit to the number of markets that they can handle and still do a good job—the maximum, most figure, is 35-40.

You'll recall when early this year farm income helped give the economy a mighty push out of the doldrums, durable manufacturers shifted the focus of their markets to the rural Midwest and Southwest.

Now comes this possible aftermath: Merchants in other areas may run out of lines during the Christmas season.

Another depression quirk: Cosmetic dealers are apt to suffer from low inventories, too. Here the manufacturer resumed full-scale production perhaps a little too late to fill all the gift-buying requirements.



## Do the tv critics really hut

With recent heavy criticism of television, two agency men and a ty critic review the effect of this publicity on public and industry.

Wm. Templeton, v.p. & tv-radio director, Bryan Houston, Inc., New York

There are two kinds of criticism: one, of the industry in general, such as the *Fortune* Magazine swipe at tv, and novels such as "The Great Man,"



Negative criticisms do not affect viewing

which cover individuals in the industry; the other, reviews of specific programs. In neither case do I believe they actually hurt the extent of tv viewing.

Criticism of the industry in general merely reflects the impact that tv has generated in the scant years of its rapid growth.

Criticism of the specific programs reflects the views of the critic on one particular program in a series but-it is generally a program that was seen by the viewing audience and the critic at the same time. Consequently, the review could not possibly affect the rating of that particular show. Conceivably a bad review could effect the public's attitude toward future programs in the series, but in view of the fact that the future shows contain different plots, storylines, and characters, each program in a series is, in effect, a new show. Only after having viewed several shows in a series will the public make up its mind whether it likes it or not.

This does not mean that review critics are always wrong. I believe that they are a group who have unusual sensitivities and a well developed feeling for the arts. However, by nature of their constant association with

the medium they analyze programs more minutely than the average viewer. They are forced to scrutinize shows for weak plot structures, character portravals, dialogue, voicing, delivery, production and direction, whereas the public scans programs simply for entertainment and enjoyment without an eye to analysis. This does not mean that the critics necessarily err but I think it is indicative of the fact that negative criticisms do not affect viewing. Examples of this have been evidenced by the outstanding track records of such shows as My Little Margie, the Gale Storm show, "Oh! Susanna!" and many others-in spite of the negative reviews of critics in general.

The general public does not turn to the tv critic in the local newspaper to decide whether to watch a show or not. They do turn to the program listing. But there is a group that does read tv critic very carefully and that is the industry itself. When such reading leads to self-analysis and improvement, it is helpful. Producers and performers can use adverse criticism as a step toward improving future shows in a series.

Lewis H. Titterton, v.p. in charge of w and radio programing, Compton Advertising, Inc., New York

Quite the contrary. Maybe at times we think we can't live with them, but we most certainly can't live without them. I don't think the question would ever have been posed if there were not



Informed criticism is essential to the industry's health

a fuzzy-minded confusion as to the meaning of the word "critic." Informed criticism is not the same as gossipy journalism. The first is essential to the health of any creative art and scrupulously avoids permitting personal prejudices to sway judgment. Without it all those concerned with presenting or performing in television can too easily become perfunctory and sloppy in their approach to what by its nature has to be a highly disciplined and vigorous way of life. Certainly the critic can be accused by the producer or performer of bias or spleen, and critics, being human, can err. But television like any other art cannot survive being ignored. The late Alexander Woollcott many years ago was informed by a prominent producer that he would no longer be welcome at opening nights. The following season the producer begged Mr. Woollcott to return, preferring to risk damning reviews which the theatre-going public might or might not take at face value to having new productions ignored. The listening and viewing public instinctively distinguishes between the so-called critic who prefers the amusing barbed line and the genuine critic who has to write the sometimes prosaic truth. Fortunately we are blessed with highly responsible critics who are gifted writers and illuminate the truth. They are dedicated to their work and have a right to echo the famous statement of Amy Lowell-"I don't mind if you hiss me, but I won't stand your damned indifference."

Harold Stern, TV Key, Inc., New York

How can the critics hurt tv? By the time their reviews appear the following day or later, the damage has already been done. The show has been



After a review appears, the damage is already done

committed to history and the ratings have been taken.

#### lelevision?

The tv critic, however, does perform a vital function for the industry. He is television's Monday morning quarterback. Without his reports as a guide, very few people in the trade would know what they thought of a show they had seen.

For the layman who is not obliged to follow any set line of thought, the ty critic is merely used for comparison. If he agrees with the viewer . . . he's articulate, if he disagrees . . . he's a misplaced police reporter.

Unlike the theatre, where it's often necessary to be a critic in order to obtain tickets to a hit play, there are no special advantages to being a tv critic. Just about anybody can turn on a tv set, and the critic merely finds himself in the position of telling people what they might have missed.

Whether the critics can hurt to is not as important an issue as whether they can contribute something to it. As it stands today, most of them restrict their criticism to the so-called "specials," and ignore the regular weekly shows that make up the bulk of the viewing. As a Tv Key editor, it is part of my job to preview shows for our readers, and I therefore must watch even the most routine series every week. We do not recommend every show that we see, and we make a conscious effort to force a program to meet a certain standard before it is included in our previews. In our reccommendations we try to highlight outstanding moments in the show, either in performance, direction or writing. Our letters from producers of filmed shows ignored by the critics testify to their appreciation of any comments.

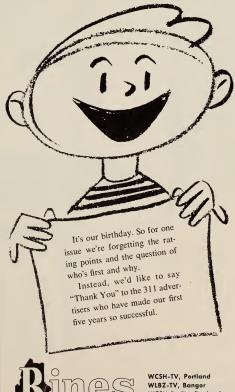
We feel that tv critics should pay careful attention to the industry's bread and butter shows. Instead of condemning them in sweeping generalizations for the Sunday supplement, the programs should be carefully watched, criticized, complimented or condemned on individual merit. This will keep production people on the alert, and perhaps inspire a better product.

# WCSH-TV 6

NBC Affiliate

Portland, Maine

## LOOK MOM NO CLAIMS!





WCSH-Radio, Portland WLBZ-Radio, Bangor WRDO-Radio, Augusta

A matching schedule on Ch. 2 in Bangor saves an extra 5%.





## SPOT BUYS

#### TV BUYS

Lever Bros. Co., New York, is preparing a campaign for the new year in major markets for its Silver Dust Blue. The schedules kick off at different times during January, vary in length. Minutes during daytime slots are being purchased; frequency depends upon the market. The buyer is Ira Gonsier; the agency is Sullivan, Stauffer, Colvell & Bayles, Inc., New York.

Chesebrough-Pond's, Inc., New York, is lining up schedules in 113 markets for its Vaseline Hair Tonic. The 11-week campaign starts early in January. Minutes during nighttime segments are being used. Frequency varies from market to market. The buyer is Enid Cohn; the agency is McCann-Erickson, Inc., New York.

Colgate-Palmolive Co., New York, is getting its 1959 schedules ready for its Fab detergent. Schedules start in January, are for 52 weeks. Both daytime and nighttime minutes are being placed; frequency depends upon the market. The buyer is Frank Morello; the agency is Ted Bates & Co., Inc., New York.

The Andrew Jergens Co., Cincinnati, is going into top markets to promote its Jergens Lotion. The campaign starts 11 January, runs through 2 May. Minutes and chainbreaks during both daytime and nighttime periods are being purchased; frequency varies from market to market. The buyer is Gary Pranzo; the agency is Cunningham & Walsh, Inc., New York.

#### RADIO BUYS

Chemway Corp., Mountain View, N. J., is planning a campaign in various markets for its Sentor Acne Stick. The six week schedules start 5 January. Minutes during daytime and nighttime segments are being lined up, with a teen-age audience in mind. Frequency depends upon the market. The buyer is Ed Green; the agency is Doherty, Clifford, Steers & Shenfield, Inc., New York.

National Biscuit Co., New York, is preparing a campaign in major markets for its Pal Dog Dinner, its first schedule in radio for some time. The three-week schedule will kick off this month. Minutes and 20's during daytime slots are being used. Frequency varies from market to market. The buyer is Lucy Kerwin; the agency is Kenyon & Eckhardt, Inc., New York.

Standard Brands, Inc., New York, is going into markets throughout the country for its Fleischmann's Yeast. The schedules start 5 January for 15 weeks. Minutes during daytime periods are being placed, with frequencies varying. The buyer is Mario Kircher; the agency is J. Walter Thompson Co., New York.

Which gets your vote?

Professionally speaking, which in your opinion would sell the mosup? Ask four people—and you'd probably get as many answers! With film, on the other hand, you can really pre-test. Test with all he impartial audiences you want, sfficiently, economically.

Your commercials on film put ou in the driver's seat. You're n control for time and station hroughout the land . . . know our message's impact—know it won't be changed. And you can se black-and-white or color here's an Eastman Film for every burnose!

or complete information write to:
Motion Picture Film Department
ASTMAN KODAK COMPANY
Rochester 4, N. Y.

Rochiesier 4, 14. 1.

Eost Coost Division 342 Modison Avenue New York 17, N. Y.

Midwest Division 130 Eost Rondolph Drive Chicogo 1, III.

West Coast Division 6706 Sonto Monico Blvd. Hollywood 38, Colif.

W. J. German, Inc.

Agents for the sale and distribution of astmon Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.;

Hollywood, Colif.

#### **ADVERTISERS**

Mennen (Bates) is dropping out of CBS TV's Pursuit and putting the money in alternate week halfhour sponsorship of NBC TV's Cimarron City and Dragnet.

Another checkerboard movie: P&G has taken over the sponsorship of *Buckskin* and moved it into Monday 7:30-8 p.m., the spot previously held by *Tic Tac Dough*.

Warner-Lambert and R. J. Reynolds have stopped talking merger.

The reason as given in a joint statement:

"Following several months of study, the managements of both companies concluded, since it did not seem possible to reach agreement on certain aspects of the proposed transaction, not to proceed further with the discussions. Accordingly, they have been amicably terminated."

Violation of the anti-merger law: Diamond Crystal Salt Co., St. Clair, Mich., charged by the FTC with illegally acquiring a major competitor —Jefferson Island Salt Co., Louisville, Ky.

The complaint: Diamond, the nation's fourth largest dry salt producer, was lessening competition and tending to monopolize, in violation of the Clayton Act.

In reverse English: The FTC dis-

missed a charge that the **Brillo Co.** was violating this same section of the Clayton Act by acquiring a competitor—The Williams Co., of London, Ohio,

The decision, however, is not final, and may be appealed, stayed or docketed for review.

Thisa 'n' data: Drackett reported its net earnings for the first nine nonths of 1958 were \$1,534,375 as compared to \$1,004,765 for like period of 1957.

Strictly personnel: Joel Stein, formerly with Grey Advertising, appointed assistant to the advertising director of Pharmaceuticals, Inc. . . . Robert Wesson and George Forstot, to the staff of the Textlie Fibers department, Union Carbide Chemicals Co. . . . Carl Peterson, marketing manager of McCoulloch Corp., Los Angeles . . . Matthew B. Rosenhaus, president of Pharmaceuticals, Inc., appointed chairman of the board of governors of the



# WRAP-UP NEWS & IDEAS PICTURES

Stay young and fair and debonair: Discussing Pepsi-Cola's theme are Joan Crawford (Mrs. Alfred Steele) and Alfred Steele (center), chairman of the board of the soft drink firm, during an interview with Jack Fogarty who is news director of WCPO, Cincinnati. Pepsi-Cola officials were in Cincinnati last week for opening ceremonies of their newest franchised bottling plant





To trade trading stamps for toys: Steve Shepard, gen. mgr., KOIL, Omaha opens some of the thousands of letters station got for its "Toys for Needy Children" promotion

Odd occupation department: Jack Poppele, formerly v.p. of MBS and now a radio/ tv consultant, dressed for the holidays at his two-year old Santa Land in Putney Vermont



Eleanor Roosevelt Institute for Cancer Research.

#### AGENCIES

Hypoed ratings were again the source of discussion at the RTES Seminar luncheon last week.

Dene Accas, associate media director at Grey Advertising, called these hypoed ratings "watered stock"—representing more than actuality.

He noted that most of the markets supplied by all of the rating services had six reports a year or less—which leads to a "terrible lack of information."

What can be done about it? Accassuggested (1) use shares when applicable, as opposed to ratings—they give a good indication of how a station is doing, (2) comparability check the influences that result in distorted ratings, (3) trending—book at things in terms of a long period of time and (4) experience and feel -look behind the "superficial numhers"

Mitchell Wolfson, president of WTVJ, Miami, shared the sentiment on hypoed ratings, and called for the industry to back the abolishment of rating week.

"This is not to say that ratings should be abolished." Wolfson noted. "but that the known-week rating week should be abolished.

It called for 1-week, four-week surveys instead.

One of the last big mergers announced just before the close of 1958 is that of two New York based agencies: Geyer Advertising, Inc. and Morey, Humm and Warwick, Inc.

Effective 1 January, the two organizations will be dubbed Geyer, Morey, Madden and Ballard, Inc., with offices in New York, Detroit and Dayton.

The agency will begin the new year with combined billings at \$30 million. The set up: Edward Madden, president of Keyes, Madden & Jones has resigned to join GMM&B as vice-chairman of the board.

Sam Ballard, president of Geyer, elected president of the combined agency: Sylvester Morey becomes chairman of the board and B. B. Geyer is chairman of the executive com-

The staff of the combined agency will headquarter in Geyer's offices—at 595 Madison Avenue.

In reverse English: Gordon & Hempstead, Chicago, who merged their respective agencies last February, have split, to re-form their own original companies.

Each takes with him the accounts they contributed to their union.

Agency appointments: Schlitz Brewing Co., for its Old Milwaukee Beer, to Grant Advertising . . . The Bosch Brewing Co., Houghton, Mich., and Catherine Clark's Brownberry

Santa Claus time: A. Donovan Faust (r), station manager, WJRT, Flint, Mich, hands gifts to St. Nick to distribute to station employee's children at the combined Christmas and first anniversary party WJRT plans



At a testimonial dinner honoring Lee Bristol, chairman of the board of Bristol-Myers, and Lewis Gruber, board chairman, P. Lorillard, given by the Advertising, Communications and Publishing Divisions of the Federation of Jewish Philanthropies are (1 to r): Leonard Goldenson, president, AB-TT; Lewis Gruber; Lee Bristo, Jr.; and Harry Cohen, division chairman

New station personality "Gentleman" Jim Bradley (1) is welcomed to KXOK, St. Louis by band, models and crowds. Here he puts stickpin on C. L. Thomas, v.p., gen, mgr,



Kindergarten Hit Parade: Six-year old John Blattmen took over part of Ken Anderson's show on WTCN, Minn.-St, Paul to raise money to aid the Deputy Sheriff's family



# SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WETV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY



Inside Eastern Iowa tv.

WM1 IV represented nationally by The Katz Agency, covers of er helt of the tr jamilies in loca, dominates Cedar Repids Waterloo and Dubuque, three of

Ovens, Inc., to Clinton E. Frank, Inc., Chicago . . . Freewax Corp., Tallahassee. Fla., to D'Arcy Advertising . . Stroehmann Brothers Co., Williamsport, Pa., to Ellington & Co., to handle advertising in the Philadelphia marketing area.

Anniversary: Gregory & House & Jansen. Inc., Cleveland, celebrating its 21st year this month and also its move to new quarters on the 21st floor of the B. F. Keith Building.

New name: Pilgrim Advertising, Chicago, has been re-named Isker & Adajians, Inc., after its principals.

Personnel notes at Fuller & Smith & Ross: Gerald T. Arthur, vp. and director of media for the New York office will also handle work on radio/tv campaigns for all clients on a corporate basis; Warren Erhardt, named manager of the New York media department; Edgar Marvin and Henry Mazzeo, Jr., copywriters in the radio/tv department; Tony Rogliano named accounting department supervisor and Anthon Lunt to account executive.

More on people going places: Thomas Calhoun, elected v.p. and manager of tv/radio program and production of N. W. Ayer & Son . . . Carvel Nelson named v.p. of Compton Advertising . . . William Bager, to v.p. and associate copy director and Nelson Winkless, to v.p. at Leo Burnett . . . Robert Schnering, former president and chairman of the board at Curtiss Candy Co., appointed president of Slavton-Racine, Inc., Toledo . . . Louis Bruce, named director of the food products division of Burke Dowling Adams . . . Michael J. Silver, elected v.p. and member of the board of J. T. Howard Advertising, Raleigh . . . Yvonne Dunn, to the Portland office of Botsford, Constantine & Gardner as assistant account executive . . . William Robinson. account executive at Leo Burnett.

#### CANADA

The CBC Radio network has consolidated its program, sales and station relations direction into one office.

Heading the list of new appointments in Toronto, is Eugene S. Hallman, who becomes director of radio networks, in charge of CBC's Englishlanguage radio service.

Other appointments: J. Douglas Nixon, assistant director, responsible for programing; J. Nairn Mogridge, assistant director, heading station relations; and Ronald Joynt, assistant director in charge of sales.

#### Ideas at work:

• In on the promotion for the record song hit, "The Trial of Tom Dooley," CKNW, Vancouver has arranged a simulated trail retaining a defence lawyer. Listeners are sending in their alibi for Dooley, along with 25¢ which will be turned over to the Orphans Christmas Fund. Newsmen are handling the trial in a normal manner, airing regular reports throughout the day. Best alibi wins a transistor radio.

 CHCH-TV Hamilton, Ontario is sending a booklet dubbed "Big Ideas" to advertisers and agencies in the area. Contents: a batch of reproduced letters to the station from advertisers lauding the station's promotional activities for their products.

 Okanagan Radio is introducing a new feature in its daily weather reports: announcers from CKOK, Penticot, CJIB, Vernon and CKOV, Kelowna will simultaneously air a three-way telephone hook-up between the stations, comparing weather conditions in the areas, separated by 40 miles.

Personnel news: Appointments for CHAB-TV, Moose Jaw, Saskatchewan, to air early in 1959: Sid Boyling, station manager; Jay Leddy, production manager; Bill Falkner, program director. Jack Moffat is general manager of CHAB-AM & TV... Douglas S. Greig named general sales manager of C-FU. Vancouver ... James O'Driscoll and Ross Kehoe, to Kenyon & Eckhardt, Ltd., as account executives.

#### FILM

A flurry of organizational expansions marked the film business this past week.

Here are the latest developments:

 Milton Gordon organized a new tv film-features company, Galaxy Attractions, Inc. Manny Reiner is leaving ITC to become Galaxy president. Gordon will also finance independent producers.

1. CBS Films' service unit under Fred Mahlstedt, newly appointed director of operations and sales services, becomes a million-dollar-a-year activity in sales service, promotion, publicity, research, merchandising, advertising and distribution.

2. ITC has set up a brand new re-

gional sales division under Hardie Frieberg, who was promoted to general manager of all syndicated sales operations, with William DuBois becoming overall director of operations and sales planning.

Within the new regional staff, Kurt Blumberg becomes eastern manager and Carl A. Russell takes over as

midwestern manager.

3. Radio and Television Packagers. Inc., after a two year absence from syndication sales, returns to handle their own properties with three new representatives: Jay Williams associates in New York, Barry-Grafman & associates in Chicago, and John A. Ettlinger in Hollywood; Fremantle International will continue to handle international sales.

Sales: ITC grossed \$200,000 through the sale of 24 programs in 14 overseas cities, including Lassie in Japan in five



## **HOUSTON'S FAMILY** STATION!

KTRK-TV, channel 13

new markets and in a renewal to Mitsuwa Soap Company over the Radio Tokyo Network . . . Cannonball to six cities of the Radio Tokyo network . . . and other sales in Hong Kong, Manila, Sydney, Melbourne and Bankok.

More foreign sales: ABC Films reports sale of six programs in Canada during the fourth quarter, including Jim Bowie to Sussex Ginger Ale, 26 Men to Molson's Brewery, Douglas Fairbanks, Jr. Presents, Herald Playhouse and Kieran's Kaleidoscope, all to CBC . . . plus The Playhouse to the French CBC network and station sales of three of the above programs plus Bowling Queens.

More domestic sales: United Artists Associated reports sale of more than 750 Warner Brothers films to KVII-TV, Amarillo, plus signings for Warner features groupings by WKBW-TV, Buffalo; KFVS-TV, Cape Girardeau; WTVN-TV, Columbus, Ohio; and KGGM-TV, Albuquerque . . . Yankee Doodle Dandy to WJRT-TV, Flint; the Lucky Seven package to KHQ-TV, Spokane . . . also UAA sold its Christmas package to KBTV, Denver; WVET-TV, Houston; KUTV, Salt Lake City; WDAF-TV, Kansas City; WHAS-TV, Louisville; KTSM-TV, El Paso; WTVN-TV, Columbus; KTVK, Phoenix: WIS-TV, Columbia, S. C.; KGHL-TV, Billings; WMTV, Madison; KCSI-TV, Pueblo: WLBZ-TV, Bangor: WRGB-TV, Schenectady; WIMA-TV, Lima; WWLP-TV, Springfield; KFAR-TV, Anchorage; KENI-TV, Fairbanks; WMSL-TV, Decatur, Ala.; WMBD-TV. Peoria: KVAL-TV. Eugene; KGBT-TV, Harlingen, and WDAM-TV, Hattiesburg.

Other domestic sales: Jayark's Bozo the Clown sold to KDKA-TV, Pittsburgh; WSAT-TV, South WBEN-TV, Buffalo; WCHS-TV. Charleston, and KCIV-TV, Boise.

Program notes: CBS TV has renewed Official Films's The Invisible Man . . . CNP's color-produced Danger is My Business is being televised in color in five cities: WGN-TV, Chicago; KSD-TV, St. Louis; WAPI-TV, Birmingham: WCKT-TV. Miami, and WLWT-TV, Cincinnati.

Strictly personnel: Adolph "Hank" Aldrich has joined Transfilm as a motion picture scenic designer . . . ABC



WNEP-TV now delivers the best possible coverage of the prosperous Scranton-Wilkes-Barre trading area at the lowest cost-per-thousand. In North Eastern Pennsylvania's 21-county area, WNEP-TV now hits a total of 336,157 TV homes (plus about 65,000 more reached by two satel-lites)...blanketing a booming industrial center with annual retail sales of over \$2 billion. Add ABC-TV's top-rated shows...fine new local pro-gramming from studios in both Scranton and Wilkes-Barre...and WNEP-TV makes the "prettlest picture" for advertiser and viewer!

REPRESENTED BY AVERY-KNODEL, INC.

#### SCRANTON. WILKES - BARRE

A TRANSCONTINENT STATION

WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Barrisonburg

WGR, WGR-TV, Suffalo • WHEP-TV, Scranton-Wilkins-Garre

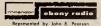




# Negro radio Shreveport

## now 5000 watts non-directional at 980

The Southwest's most powerful Negro stotion . Selling 405,000 Negroes in 49 counties of Texos, Louisiona and Arkonsos. . Top-roted by Hooper, Pulse and Trendex.



Films has appointed J. Edward Owens a central division account executive and Colm O'Shea in the newly opened Toronto office . . . Robert J. Kolb becomes a New York office account executive for CBS Films . . . Appointed account executive for Telestar's Atlanta office is Jeff Davis . . . Denis C. Hyland named audience promotion supervisor for feature films at MCA TV.

#### **NETWORKS**

CBS Radio reports that 70% of their stations have renewed their contracts under the new Consolidated Plan.

However, KTUL, Tulsa announced that it was breaking off its affiliation with CBS effective 4 January.

Said James Schoonover, KTUL's general manager: CBS' proposals are "wholly unacceptable. The plan is nothing more than a brokering arrangement.'

CBS plans to replace KTUL with a 50,000 watter-to be announced soon.

Network tv sales: Liggett & Myers (DFS) and Mercury (K&E) will cosponsor NBC TV's Pro Bowl Game 11 January . . . A. E. Staly Manufacturing Co. (EWR&R) moves with Peter Lind Hayes-Mary Healy Show to ABC Radio effective 5 January. Staley will also sponsor a segment of ABC's Breakfast Club . . . NBC Radio announces sales totaling \$1,723 million in net revenue during the past three weeks

More on network sales: The finals of the BPAA All-Star Bowling Tournament to be televised via ABC TV 18 January, for American Machine & Foundry . . . Aluminum Co. of America, for a new series-Alcoa Presents, Tuesdays, 10:00 p.m. on ABC TV beginning 20 January. The company's present series, Alcoa Theater, on NBC TV alternate weeks, will continue.

Network programing note: CBS TV will do a series of documentaries on "human relations and their implications in the struggle for men's minds.

Titles of the series: South in Crisis: North of the Mason-Dixon Line: The Hatemongers: The Price of Discord; and Case History of Progress.

Thisa 'n' data: Mogen David Wine Corp. (Edward H. Weiss & Co.) has upped its 1959 campaign via NBC Radio according to the network's "Engineered Circulation" concept. Announcements will be run during daytime hours to stimulate buying, and during late afternoon and evening hours and on weekends, the times when research shows most wine is consumed . . . Tales of the Texas Rangers, for the Sweets Co. of America, moves to a new time slot on ABC TV-Mondays, 7:30 p.m., with it being replaced every third week by Shirley Temple's Storybook.

Network notes: NBC welcomed 37 new members to its 25-Year Club at a luncheon in New York last week, bringing the club's total membership to 305

Keystone Broadcasting System held a meeting in Chicago last week to discuss merchandising and promotion plans for Pet Milk's Grand Ole Opry talent contest, carried for the fourth year on the network . . . A new addition to ABC TV's Operation Daybreak schedule: Play Your Hunch, to debut 5 January, 12:30-1:00 p.m.

Network affiliation: WSAN, Allentown, Pa., will return to NBC after

two years of affiliation with CBS. The station had been with NBC for 20 vears

Personal news: Sanford Cummings, director of ABC TV network program department, Western division. elected v.p. of the network . . . Claude A. Mahoney, to the Washington, D.C. news staff of Mutual Broadcasting

#### RADIO STATIONS

New York stations (and this included ty) went all out in filling the vacuum for news created by the Newspaper Delivers' strike.

Regular advertisers increased their current schedules substantially on the stations, while the stations for the most part increased their newscasts from one to four times per hour, with added depth in the morning and evening.

Stations like WRCA-TV-AM printed several editions of a one-page collection of news bulletins which were distributed at railroad stations, while others, like WNEW, recruited the services of metropolitan newspaper colum-

WOXR, the N. Y. Times station, brought in reporters, correspondents and columnists from that newspaper to help supplement its schedule; other stations (1) added many legmen to the staff, (2) aired the news by soundtrucks in neighborhoods and (3) bought special lines for reports in both the United States and Europe.

The expanded advertising schedules came from department stores, food stores, theatres, movie chains and specialty shops.

Ideas at work:

· Elvis' popularity across the ocean: KPOA, Honolulu, has latched onto Presley's first Army uniform, and has put it on display in a glass enclosure in a downtown store. The uniform, by the way, is insured for \$1,000, KPOA also plans sending the "teen age idol" a Yuletide card 12 feet by six feet with 750 signatures of Presley fans.

• WBT, Charlotte, N. C., ran a "Spot the Sponsor" contest, awarding 8500 to the first listener sending in the names of 18 sponsors on the station.

· Charley Sullivan, news chief at WHBQ, Memphis, also is posing as "The Shadow," roaming the city streets and giving \$100 to people identifying



him. Station is backing him up with announcements of his location — all done as a promotion for station's new The Shadow Man show.

• WFDF, Flint, Mich., collected more than \$1,600 for survivors of crew members of the Bradley ship disaster in the Great Lakes last week. Dj.'s promoted the appeal sporadically, climaxed by a three hour special show Saturday night.

 KFWB, Hollywood, is coming to the aid of those who don't like to "dotivyoursel!"—offering a completely decorated Christmas tree to those guessing when a stack of ice in front of the studios will melt.

Merchandising note: WFAT, Dallas, has set up Checkerlites in some three dozen supermarkets in the area. They are tall flags bearing the names of station advertisers—in accordance with the size of the client's schedule, and their distribution in the stores.

Adding to the network: WSYR-FM, Syracuse, joins the WQXR Network this week, becoming the 13th upstate New York station in the group.

Sports sales: by KSFO, San Francisco, for the 1959 Giants baseball games — American Tobacco, for its Tareyton cigarettes, for one-quarter; Falstaff Brewing, for one-half; and J. A. Folger & Co. for one-quarter.

Re public service: WWRI, West Warwick, R. L., aided the city's Lions Club in raising the largest sum in their history for their annual charity drive. Station made its Sunday facilities available to the Club—donating all proceeds from annuncements and programs sold during that period.

Thisa 'n' data: The Daily Tribune and WFHR, Wisconsin Rapids, begins construction of its modern buildingstudios . . . WDOK, Cleveland, is planning another in a series of tours this time sending a group to Mexico

... WWJ, Detroit, played host to New York advertisers and agencies as part of its "As Basic as the Alphabet" presentations in top markets ... The New York Daily News will air newscasts on WPAT 1 January. The paper was affiliated with WNEW.

Kudos: William Craig, v.p. of the Tri-City Radio Corp., Muncie, Ind. (WLBC) awarded for his efforts in the United Fund drive . . . Roy McMillan, farm director, WSB, Atlanta, named for "Outstanding Service to Agriculture" by the Ga. Farm Bureau Federation . . . KMOX, St. Louis, cited by the city's Weather Bureau for its "Operation Weather Alert."

Station staffers: James Quello, operations manager and Reginald Merridew, to program manager of WJR, Detroit . . . Richard Hogue, named general manager of WXIX, Milwaukee . . . William Jones, Jr., to general manager, KWK, St. Louis . . . William Scruggs, promotion manager, WSOC, Charlotte, N. C. . . . James Wickemeyer, sales manager for WKBV, Richmond, Ind. . . . David Mendelsohn, elected president of Radio Hawaii, Inc. and First Broadcasting Corp. . . . Dick Moore, to the news staff at KBOX, Dallas . . . Sue Allen, continuity director of KSO, Des Moines . . . Anthony Corvello, station manager, WBOY, Clarksburg, W. Va. . . . Bill Sawyers, station and commercial manager, KBIO-FM, Los Angeles . . . Thomas Pate, account executive in the sales department of KNX-CRNP, Hollywood.

#### TV STATIONS

For the second year in a row, automobile dealers lead the list of retailers in local ty.

The list, released by TvB based on BAR data, tabulates the number of stores using local tv in 11 identical markets monitored in the third quarter of both 1957 and 1958.

Other stores using local tv, named in order, include: **food** and markets; **department**, **clothing** and **furniture**.

Food stores and markets increased in the number of stores using local tv by 21% while department stores jumped from fifth to third place—an increase of 79%.

Westinghouse Broadcasting Co. released to its five tv stations the filmed hour-long spectacular "Benny In Brussels."

The film, produced by WBC as a public service, was made during Goodman's week-long engagement at the American Theatre in Brussels, and gives viewers an hour of jazz accompanied by a complete look at the World's Fair.



# Problem Solved by a District Manager



Dave's product was good, but No. Florida, So. Georgia sales spotty.



He was missing a big market, and couldn't see why.



Joe Hosford said Atlanta is 212 miles away, and Jackson-ville is 158. Use WCTV to fill the gap.



Blair TV Associates saw the agency. They bought; Dave sold and sold . . .



and won the cruise to Nassau!

Tallahassee
Thomasville
for North Fla. and South Ga.

John H. Phipps Broadcasting Stations Plans call for distribution of the film among educational stations throughout the country.

Ideas at work:

WHC, Pittsburgh, centered a promotion for its afternoon Popeye cartoon show around a wallaby (miniature kangaroo-type animal). The idea: name the wallaby. Price: \$500 electric children's auto.

 WTCN-TV, Minneapolis-St. Paul, is on a big promotional push for its Movie Spectacular running the gamut from bus cards to parades. It was climaxed last week, by cars, banners, sound truck and girls parading the streets during noontime traffic.

 Another picture promotion: WRVA-TV. Richmond, Va., is promoting its Shock package with the station's "Horror Queen" — dubbed Ghoulda. She makes tours of the city, visiting advertisers, agencies and attends community luncheons.

 A Texas station entertains its customers with a deer hunt: KTBC, Austin, invited hunters for a week-end hunt on its several thousand acres in two deer leases maintained by the station. This past weekend, the station entertained some agency executives and a group from Conoco.

• KSLTV, Salt Lake City, is running a "Guess the Weight" contest on its Top Ten Dance Party program. Prizes include hi-fi phonographs, portable typewriters and transistor radios.

Anniversary note: The first tv station on the air in Alaska—KTVA Anchorage—is celebrating its fifth year this week.

Strictly personnel: Joseph Stamler, appointed v.p. of ABC and general manager of WABC-TV, New York . . . Malcolm Klein, named v.p. and general manager of WNTA-TV-AM & FM, New York . . . Arthur Whiteside, to the production and program staff of WLOS-TV, Asheville, N. C. . . . Robert Rierson, upped to program operations manager; Norman Prevatte, to production supervisor and J. Nathan Tucker, to program supervisor for WBTV, Charlotte . . . James Van de Velde, to supervisor of program production for the Triangle stations . . . Harry Reigert, promoted to production manager at WFRV-TV, Green Bay . . . MacDonald Dunbar, to account executive at WOR-TV, New York.

#### EDSEL'S FOX

(Cont'd from page 35)

He is enthusiastic about spot radio but is far from satisfied with the way it is sold. As an example he cited what happened during the introductory period this year. Because of production increases, the Edsel announcement day was moved ahead from (7 Nov. to 31 Oct.). But it proved impossible to change the planned radio spot campaign at the last minute. This inflexibility was criticized by Fox at some length. (See box, page 34). But Fox is fully aware of advantages radio has for impact. "In our spot radio, we can create a word image and we can tailor it to our selling problems.'

Speaking of television, Fox stated, "Tv is a very satisfactory medium. The big strength of television is the ability actively to demonstrate the product to millions of people. This is an advantage no other medium has,"

Last year, on television, Edsel was sponsor of the Wagon Train show during most of the 1957-8 season. Commenting on the switch to the Ed Sallivan show, Fox said, "We did not renew it simply because we wanted to change our advertising. We felt it was a good program, but weren't sure that Wagon Train would fit the vehicle." As I said, we felt, and the corporation felt, that it was a good program. As you know, the Ford division took the Wagon Train show over."

Mercury, now co-sponsor with Edsel, has been on the Ed Sullivan show for nine years. Strategy in back of Edsel's joining Mercury seems based on the fact that the majority of Me-EL Division dealers handle both Edsel and Mercury car lines, and with Mercury already identified with the show, it could be advantageously used to promote both lines. Kenyon & Eckhardt are now working on the problem of integrating Edsel into the show.

Edsel's dealer organization is better than last year at this time, even though many original dealers have dropped out. Changes are still going on. One big Detroit dealer, for instance, who went to Edsel from Oldsmobile, has now switched to Lark. But Fox claims there are now about 1,000 Edsel dealers as compared with 1,200 a year ago —an increase of 40%.

When asked about Edsel sales, Fox replied, "Sales figures so far are inconclusive. At announcement time whad only about 2½ cars per dealer in the show rooms. So you see we can't

talk about sales, just yet. A dealer with only two cars is not going to sell both, and then have none to show. But production is building up and we will soon have some figures that mean something."

As mentioned before, Edsel's final advertising budget for the year has not been determined. Edsel's first year budget was 'unusually large' in Fox's view. This year it will be "more in prosumably will be tied in to sales.

The man who heads the biggest comeback advertising campaign in 1959 seems unharried by a task that must be one of the largest headaches in the business. Born in Colorado, brought up in California, he was graduated from the Harvard Business Administration School in 1941. Following this, he worked in New York for Young & Rubicam. This was interrupted by a four-year stint in the Field Artillery during World War II. He then returned to Young & Rubicam and stayed there from 1946 to 1950. "I had accumulated quite a bit of agency experience by now," said Fox, "and I was interested in finding out what the client's problems were. The job of advertising manager and sales promotion at Minneapolis-Honeywell opened up just then and I took it." This kept Fox busy until 1956 when his present job with Edsel opened up.

"This was a job too big and too good to miss," said Fox enthusiastically. "Advertising and marketing were integrated in it—it really appealed to me." Despite many changes in top management and even in the entire division first, then was made part of the M.E-L. Division) Fox has stayed on and even added duties.

Fox is firm in his belief in the Edsel future. "We believe in the car. We believe it is the car that people should want because it meets their needs."

Tall, thin, with close-cropped greying hair, Fox is a quiet pleasant man
who seems serene in a business
where people are constantly rushing
about him. Married and the father of
three children, neither his home nor
his Detroit office see much of him these
hectic days. Last week he was in New
York on a get-acquainted trip to the
headquarters of Kenyon & Eckhardt,
Edsel's new advertising agency. Big
news on Fox's further plans for Edsel's
1959 can be expected soon.

#### HIRES ROOT BEER

(Cont'd from page 38)

An additional plus: the fact that the campaign was ready to go. A two months' jump on 1959 might work in their favor, it was reasoned, enabling the radio campaign to take effect before starting the supplementary kids' tv in January.

"Every element of the presentation became part of the campaign," says Cole, "except some Sunday supplement ads which we decided to dispense with entirely."

After the campaign was handed to CFR, Powell and the agency put in a lot of time indoctrinating salesmen—"spending October with buyers and merchandising men of the chains," as Smith figures it. The news that the campaign would be 100% radio—300 spots a week on seven stations—till the first of January was a big plus with them, he points out. "Retailers like a radio campaign," he says, "and we were confident the station merchandising efforts would be welcomed."

"Before the campaign was a week old," says Marvin Cole, "we had neck hangers on every six-pack, firmly expecting that was all we would get at this time of year. But the stations and our salesmen were plugging for more because something unforeseen was happening."

What hadn't been foreseen was that November sales would wind up showing a 90% increase over the same month a year ago. "Four weeks of radio had done this in what is generally regarded as a poor soft drink season," Cole says, "so retailers started taking us up on our offer to supply the large display pieces."

Right now, a good three months ahead of schedule, the animated point of sale pieces are being produced and rushed to supermarkets to meet this demand. "What looked like a neck-hanger proposition entirely throughout the winter," says board chairman Cole, "has turned into a lot bigger acceptance than we bargained for,"

The Southern California campaign makes it extremely clear that the eighty year old company has no intention of relinquishing its position as Number One root beer seller in the world close to ten million net, as noted above.

Since 1876, it has undergone several marketing and concept changes. Spruce beer, birch beer, ginger beer

Spruce beer, birch beer, ginger beer had been in fashion since the early 1800's, but it wasn't till Philadelphia druggist Charles E. Hires made a trip to New Jersey with his wife in 1870 and was given a cup of "herb tea" by a farmer's wife that the idea for a root beer was born. He dispensed it over his counter until, responding to a consumer demand, he packaged the dry ingredients (bark, berries and herbs) to which the housewife could add her own sugar, water and yeast (for carbonation). This was in 1876.

Soon the idea of marketing it in liquid form brought forth the "new and improved Hires Root Beer extract." Hires sent salesmen to such places as Australia, England and China to sell the three-ounce bottle, while he settled down to experimenting with ways of marketing his root beer more effectively. Among his methods: advertising and promoting it as a hot drink (in which form it actually gained some acceptance), but the hottest idea was the "Moneymaker"—an ornate, elaborate dispenser which he got onto druggists' counters with the promise that it was a "sure moneymaker." His claim proved true, and these dispensers were in wide use from 1903 to 1910. Hires' turn of the century invention-a ready-for-use syrup-enabled him to get the "Moneymakers" into cigar stores, pool rooms, parks and department stores. Barrel dispensers soon replaced them. Their descendants may be seen today in Woolworth, Grant, Sears and many other outlets.

Another invention — concentrated bottlers solution in 1922—made it possible to enlist Hires bottlers all over the United States. To back up the effort, Hires turned to radio as early as 1924. In 1926 the Hires Harvesters were heard on a network of 11 stations in the Northeast and Central U.S. Today, spot radio and tv are used.

Bottling of Hires Root Beer on a large scale increased in the '20s. Advertising was keyed to the days of the "Moneymakers" and bottled extract to relate it to the product many consumers were familiar with, thus imbedding the nostalgic tradition of advertising for the company. This was continued by Hires' son, Charles Jr., now board chairman and his sons, president Peter Hires and vice president C. Edgar Hires. The nostalgic flavor has not been abandoned in the Southern California radio campaign now underway. where nostalgia played against modern bounce in 300 radio spots a week may prove itself a valuable "Moneymaker" —1959 style.

JUST LIKE NERO AND HIS FIDDLE



people REACT to the voice and vision of NBC in South Bend - Elkhart

WNDU-TV CHANNEL 16
BERNIE BARTH & TOM HAMILTON

THE KOBY RECORD
IS TOPS
IN SAN FRANCISCO



Forget the others—because the hit number in San Francisco is 85.4% (Adults in Audience Composition—June Nielsen). KOBY is the top seller—keeps its loyal San Francisco audience in a buying frame of mind! No double spotting! 10% discount when buying KOBY—and KOSI, Denver!

KOBY J 10,000 Watts in San Francisco

See PETRY—and get on the KOBY Hit Parade! For Greenville, Miss.—WGVM MId-America Broadcasting Co.



# Tv and radio NEWSMAKERS



Douglas J. Coyle has joined Sullivan Stauffer, Cowell & Bayles, Inc., as a vice president and management supervisor. He was formerly a vice president at Kenyon & Eckhardt, Inc., a position he held from 1050 until November 1938. Coyle began his career as a salesman with Vick Chemical Co. After a five-year hitch with the U.S. Navy during World War II. he re-

joined Vick to serve as assistant advertising manager and production manager consecutively. He is a graduate of the University of Wisconsin (1939), and holds the rank of Commander in the United States Naval Reserve. He is married and resides in Darien, Conn.

Frank Shakespeare has been appointed general manager of WCBS-TV New York. Prior to this, Shakespeare was general manager of Station WXIX, Milwaukee, a position he has held since October, 1957. His first broadcasting job came in 1949 when he was named assistant to the sales manager of station WOR, New York. Shakespeare transferred to CBS Television Spot Sales as



an account executive at the time WOR's Washington, D. C. station became a CBS affiliate. In 1954, Shakespeare became general sales manager of WCBS-TV. Shakespeare comes from Port Washington, N. Y. He was graduated from Holy Cross College in 1945. The Digges and Shakespeare appointments are among several made in CBS Films creation of an enlarged specialized executive staff.



Sam Cook Digges has been named administrative vice president of CBS Films, Inc, in the new secutive structure at CBS Films. Previous to his new appointment, he was general manager of WCBS-TV. He joined CBS in April 1949, as an account executive in the new television department of Radio Sales. In 1950 he was transferred to Chicago as television manager of the CBS

Radio Sales office there. Returning to New York in January, 1952, Digges was named Eastern Sales Manager of CBS Television Spot Sales, a post he held until the following December when he was named general sales manager of the department.



William F. Craig has been appointed vice president in charge of television programing at Grey Advertising Agency. He is presently a member of the William Morris Agency executive board, will join Grey on January. After a tour as business manager for Dave Elman Productions, Craig joined Procter & Gamble Productions in 1946. He served as director of ty for that

company until 1956 when he joined the William Morris agency. His first association with the broadcast field was as an actor with CBS and NBC Radio prior to W. W. II. He left to join the U. S. Navy in 1940, rose to the rank of Lt. Commander during the war. He is a graduate of Oberlin College, resides in Pelham Manor, N. Y.

George Mathiesen has been appointed to the position of general manager of WBC affiliate KYW-TV, Cleveland. Mathiesen joined the Westinghouse organization in 1948 via KPIX, San Francisco when that station was beginning operations as Northern California's pioneer television station. Previously he had been with KSFO, San Francisco, where he began his broadcast-



ing career in 1941 as a transmitter engineer. At KPIX, under his direct supervision, programs such as the "live" broadcast. Open Heart Surgery, have won numerous awards including the Governor's Award at California. State Fair and the  $\Sigma \Delta \Phi$  award.



John J. McClay has been appointed general manager of Westinghouse Broadcasting affiliate WJZ-TV, Baltimore, according to an announcement by WBC president Donald H. McGannon. McClay brings to this position a career in radio which dates back to 1939. His first association was with WPG, Atlantic City, as an announcer. Later he moved to WPEN, Philadelphia.

He served that station as program manager until August 1948 when he joined WCAU-TV, Philadelphia, in a similar capacity. He came to Westinghouse Broadcasting in 1956 as asst. to the vice president.

Arthur M. Swift has been appointed to the newly created post of manager, WTCN, Minneapolis. The announcement was made jointly by Phil Hoffman, v. p. and general manager of WTCN, WTCN-TV and Bill Schroeder, president and general manager of WOOD Broadcasting, Inc. Swift, a long-time sales executive of WOOD Broadcasting, has held the post of general sales



mgr. for WOOD and WOOD-TV, Grand Rapids, Mich., since 1952. Prior to that he was a local salesman for WOOD. He is a graduate of Michigan State, is a member of the MSU Alumni Club, and Lion's Club. He assumes his new duties shortly after 1 January 1959.



Now! 50,000 watts



\*5,000 nighttim

Represented nationally by the





#### IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bureau)
- Serving the RICHEST farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of <sup>3</sup>/<sub>4</sub> million people and two million cows.

WEAU-TV Eau Claire, Wisconsin See your Hollingbery Man in Minneapolis, see Bill Hurley



# SPONSOR SPEAKS

#### Can you define spot radio's image?

An editorial in last week's spoxsor pointed out that the greatest need in spot radio is to establish a new, appealing "corporate image" for the medium.

As long as many agencies and advertisers continue to think of radio spot as a cut-rate, second-best kind of operation, reaching only an audience of teenagers or underprivileged consumers, radio spot billings will not grow at the fast pace that the present-day market-by-market media selection strategy permits.

What is needed is a completely new and fresh, picture of the medium, a new image of its power an importance.

How would you define and express such an image?

SPONSOR addresses this question to station owners and station representatives, as well as to spot radio's many warm friends among agencies and advertisers.

We are seeking information and the best advice and opinions of the entire industry on this all important subject.

During the coming year SPONSOR will present a continuing series of articles on spot radio values, coverage and efficiency. Research on these articles is already underway.

We recognize that there are many kinds of problems and weaknesses in spot radio's present structure—among them excessive paper work, haphazard programing, and in some cases, inefficient selling methods.

We plan to cover each of these, and point out methods of correcting them. But, in addition, we would like to present during 1959 the best thinking of the industry on the challenging image question.

Please sit down and write us at least a one-page letter (longer if you wish) outlining your ideas and suggestions for improving spot radio's corporate image.

We look forward to publishing in the coming weeks, letters on this important subject, from thoughtful, practical, and imaginative men in the industry.



THIS WE FIGHT FOR: Recognition by the air media that the larger problems affecting radio and tv can only be solved by industry-wide cooperation. No one man alone knows all the answers. Only by pooling ideas can we find enduring solutions.

#### 10-SECOND SPOTS

Sick, sick? Madison Avenue admen in a hurry can now enjoy psychoanalysis along with cocktails at Le Cupidon, an East 58th Street bistro. Eve Ross, the "nightclub" psychiatrist" who holds forth there, reports some zany answers to her free association test, among the funniest being the account exec who described "sex" as "a wonderful way to say Goodnight."

Impact: The power of the tv commercial was demonstrated the other day in an adman's household when he asked his five-year-old daughter what she wanted Santa to bring her for Christmas. "What I want most," she promptby replied. "is a tov tooth-decay eerm."

Troubles: From a WNEW-TV, New York, correction to a program log release—"Sunday, December 7—12:30 p.m.

KILL: The Transit Tangle INSERT: Tension on the Waterfront." Not much of an improvement there.

Cure for J. D.: Letter in London Daily Mirror—"Three of my children went to approved schools for minor of-fences. Another was beginning to go the same way until I got a TV on the H.P. (installment plan). The boy became good as gold. He started to go to church after watching services on television, and would not go out even when we wanted him to. Since the set went back because of non-payments—he has reverted to his old ways." Steal back the set.

Brain: The following letter was received by WBZ, Boston, from a student at MIT-"Gentleman: We note with interest the following item in which the superabundance of occurrences of the number 11 is most curious: On the 11th day of the 11th month of this year, immediately after announcing the correct time as 11 minutes past 11 p.m., your station broadcast the Symphony #11 by Henry Cowell, followed by the Clock Symphony. (No doubt the clock read 11:11 also). Furthermore, the name of Henry Cowell also contains 11 letters .- T. Neil Divine." WBZ manager Paul G. O'Friel (whose name contains 11 letters) noticed that the signer of the letter has 11 in his name.

It's catching: Admen who ride Madison Ave, buses report that nature has been mirroring art—tv art. Jackie Gleason's Honeymooners and its Ralph Cramden character has left in its wake a retinue of wisecracking bus drivers.

Radio That Reaches The People

# A time-buyer (you?) can relax in Miami

. . . where one station—WQAM is first 240 of 240 quarter-hours\* on latest Sonth & Central Florida Area Pulse And that's not all! Other WQAM firsts include:

HOOPER: 40.5% average—more than next 4 stations combined. First 264 of 264 daytime  $\frac{1}{4}$  hours.

PULSE: (Metro) 280 first place daytime 1/4 hours out of 280.

TRENDEX: First a.m., afternoon, all day.

How first can you get? Talk to Blair or WQAM General Manager Jack Sandler and find out.

The new WOAM

Serving all of Southern Florida with 5,000 watts on 560 kc.

MIAMI



STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT + HOME OFFICE: OMAHA, NEBRASKA

WDGY Almany I. S. Mail WHB I am C. KOMA THAN THE WTIX HE C. MAIL WTIX HE C. MAIL WQAM AND MAIL THE WORLD T

WORM SOME TO THE STATE OF THE S

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# POWERFUL NEW MERCHANDISING!

- Covers 30 of the highest volume independent drug stores in Baltimore!
- Two weeks display of your product on the big WITH Drug Merchandising display stand in all participating stores!
- In-store poster displays of your product in all stores!
- Jumbo mailings to every retail drug store in the

Baltimore Metropolitan area!

• Many more merchandising "pluses"! No other Baltimore radio station has anything like it! Get full details—now!



## Write to Radio W+ 1+T+H Baltimore 3, Md.

or contact the W-I-T-H national representative nearest you:

Select Station Representatives in New York, Philadelphia, Baltimore, Washington
Clarke Browne Co. in Dallas, Houston, Denver, Atlanta, Miami, New Orleans
McGavren-Quinn in Chicago, Detroit and West Coast

#### HIGH SPOTS OF A ROUGH YEAR: 1958 IN REVIEW

A fast-paced capsule summary of the events, names, problems, headaches that made 1958 memorable. Included: 18 top newsmakers of the year, plus billings of the top 50 agencies

Page 23

Things I got for Xmas I could have done without

Page 30

How Ferris Hams keeps up the holiday spirit

Page 31

Radio Results; 40 impressive case histories

Page 33

DIGEST ON PAGE 2



WSPD Radio's dominance in Toledo is dramatically demonstrated with the station's receiving the highest Hooper rating in its 37 years of operation—50%;\* Top listeners' acceptance plus an all-time high in customer acceptance reflect WSPD's forward march to give you more milicage for your dollar.

This unchallenged leadership has been established through balanced programming around the clock, aggressive merchandising, continuous audience promotion, and inspired public service. By every measurement, WSPD stays on top as the one buy to take the billion-dollar Toledo market. Ask you KATZ man for details. \*Aug.-Sept. Hooper.



National Representative: The Katz Agency National Sales Director: M. E. McMurray 625 Madison Ave., N. Y. • 230 N. Michigan Ave., Chicago



Storer Radio

WSPD Toledo

Cleveland

WJBK Detroit WIBG Philadelphia WWVA Wheeling WAGA Atlanta WGBS Miami **For Action** 86% of CBS Lowest Commercial Cost **Time** is ordered on WTHI-TV TERRE HAUTE **INDIANA** Channel \*Basis: 1958 Fall Schedule CBS · ABC Bolling Co., New York . Chicago . Dallas . Los Angeles . San Francisco . Boston



#### DIGEST OF ARTICLES

#### Year end report

23 A rundown of the top news stories and top names in air media during 1958. Highlights: tv. radio spending is up; hassel over national and local rates; top 50 air agencies; triple spotting; attacks on tv

General Roundup Advertisers and Agencies Spot tv

Network tv Snot Radio Network Radio Research

#### Parti-Day strong in 2nd month of test

28 Breakdown of wholesale shipments for periods 15 November to 15 December shows day to is building strong consumer acceptance in Green Bay

#### Spot radio's top 51 advertisers in 1958

29 RAB releases first estimate of spot radio expenditures ever compiled, General Motors and Ford lead list with tobacco companies also strong

#### Things I got for Christmas I could've done without

30 No matter how merry the Yule, or how heavy the loot, the timebuyer can usually point to one or more station gifts as the acme of nonsense

#### How meat packer licked seasonal ham headache

31 To maintain product image during seasonal sales dips, a tv campaign links Ferris hams with non-seasonal bacon product on year-round basis

#### Radio results-an annual SPONSOR feature

33 10 pages of capsule case histories covering 40 outstanding '58 radio campaigns, arranged by categories for quick use by agencies, advertisers

#### **FEATURES**

- 53 Film-Scope
- 14 49th and Madison
- 60 News & Idea Wrap-Up
- 6 Newsmaker of the Week
- 60 Picture Wrap-Up
- 8 Sponsor Backstage
- 56 Sponsor Hears

- 17 Sponsor-Scope
- 68 Sponsor Speaks
- 58 Spot Buys
- 68 Ten-Second Spots
  - 12 Timebuyers at Work
- 66 Tv and Radio Newsmakers
- 55 Washington Week

Editor and Publisher Norman R Gloon

Secretary-Treasurer Elaine Couper Glenn

VP-Assistant Publisher Bernard Platt

#### EDITORIAL DEPARTMENT Executive Editor

John E. McMillin News Editor

Ben Bodec Special Projects Editor Alfred J. Jaffe

Senior Editors W. F. Miksch Harold Harolto-

Associate Editor Pete Rankin

Midwest Editor (Chicago) Gwen Smart

Western Editor (Los Angeles)

Marjorie Ann Thomas Film Editor Hayward Ehrlich

Assistant Editors Jack Lindrup

Gloria Florowitz Contributing Editor

Joe Cside Art Editor Maury Kurtz

Production Editor Florence B. Hamsher Editorial Assistant

Vikki Viskniskki Readers' Service Barbara Wiggins

ADVERTISING DEPARTMENT

Sales Manager James H. Fuller

VP-Western Manager Edwin D. Cooper

Southern Manager Herb Martin

Midwest Manager Roy Meachum

Production Manager Jane E. Perry Sandra Lee Oncay, Asst.

PROMOTION DEPARTMENT

Jane Pinkerton, Manager Lalitha Nayagam Shirley Elek

#### CIRCULATION DEPARTMENT

Seymour Weber Harry B. Fleischman

ADMINISTRATIVE DEPT.

Laura Oken, Office Manager Dorris Bowers George Becker Laura Datre Priscilla Hoffman Jossie Ritter

Member of Business Publications Audit of Circulations Inc.

#### SPONSOR PUBLICATIONS INC.

©1958 Sponsor Publications Inc.

The New KOMA
Oklahoma City's only 50,000 watt
radio station proudly

announces the appointment of

JOHN BLAIR & CO as national representatives effective January 1, 1959

KOMA

50,000 WATTS clear channel
Oklahoma City

Jack Sampson, General Manager

One of the

Stations

Todd Storz, President Home Office: Omaha WDGY Minneapolis-St. Paul WHB Kansas City KOMA Oklahoma City WTIX New Orleans WQAM Miami

WDGY, WHB, KOMA, WQAM represented by John Blair & Co. WTIX represented by Adam Young Inc.





ABC-TV is now the No.1 network...



FOUR nights of the week-



unday,Tuesday,Thursday and Friday\*†



And ABC has 4 shows in the top ten



(the other networks have 3 apiece)



Now the question is ...



what do you do for an encore?

\*Another network led on two nights, Monday and Saturday; the third led only on Wednesday.

Source: National Nielsen II November Report 1958, Average Audience per minute —

†Sunday through Saturday, 7:30-10:30 P.M., NYT, all sponsored evening programs.

**ABC TELEVISION** 

#### WMAR-TV SUCCESS STORY . . .

Kluge, Finkelstein & Company

Jood Brokers

2419 St. Paul Street Baltimere 18, Maryland Telephone, BElmant 5-831



November 28, 1958 Mr. Tony Picho (Dictoted 11/26/58) Promotion & Publicity Mgr. –

WMAR-TV Sun Squore Boltimore 1, Moryland

Dear Tony

of SPATINI.

Re: 24/2 oz. SPATINI SPAGHETTI SAUCE MIX (dry)

I normally would not write you regarding the subject of this letter until the schedule had run its course for the obvious reasons. However, I thought you should know right here and now of the phenomenal soles results we have gotten ever since we storted our 5-day-o-week spat schedule here in Boltimore on behalf

If you recall, we had all the compares and facel chain distribution, on well on 80% of jobbing trade when we stored this campoign. As of right now, we have 100% distribution means that the independent retail distribution must be grootly improved. Our over-all business has increased two-and-hold times on the overage with all our customer-all within a short period of 50 days.

The major point that I am trying to get across to you is that this is pretty phenomenal when you consider that we have two new major competitions introducing their product during this same period, plus the other was the product of the product of the produced that the product of the product

I also wish to thank you for the extra soles promotion and cooperation you have given my company in conjunction with this local program.

Sincerely yours,

KLUGE, FINKELSTEIN & COMPANY



DB:d



NATIONAL REPRESENTATIVE THE KATZ AGENCY



# NEWSMAKER of the week

Milton A. Gordon's newly formed Galaxy Productions broadens the incentive for producer-actor-writer talent to contribute to tv and/or feature films by giving them financial participation not only in their own product but in the company.

The newsmaker: Milton Gordon, who in 1953 with Edward Small, and \$125,000 apiece, started a tv film company called TPA. A few years ago Gordon bought out Small's share, at that time worth \$2½ million. A few months ago when ITC bought out all of TPA, the price of this highly successful unit was \$11,365,000 — the largest transfer involving a tv film company in video history.

But Gordon's reputation as a financial wizard precedes TPA. In the early 1950's, as a lawyer for the Chicago investment house of Walter E. Heller, he came to national prominence in setting up the

mechanics for the revitalization of United Artists, then languishing under the operation of Charlie Chaplin and Mary Pickford.

Gordon's new Galaxy Production starts its life with a core of two other ex-TPA men; international sales veteran Manny Reiner as executive v.p. (he's also a director of the company and a large shareholder) and producer Leon Fromkess heading a filming unit within the Galaxy constellation.

There'll be five areas of activity for Galaxy Productions: three



Milton Gordon

in producing and two in the investment field.

They are: 1) Network tv filming. 2) Network live production. 3) Feature film making. 4) Financing other producers in both tv and feature films. 5) Financing stars and writers to make television series and/or motion pictures for exhibition in theatres.

In inviting producers, writers and stars to share in a unique cooperative basis ranging far beyond their own particular ventures, Gordon is offering these three advantages: 1) increasing the scope of capital gains, 2) dividing up the element of risk and 3) pointing the way towards long-range working relationships.

An interesting sidelight on the new profit-sharing plan for Galaxy Productions is that it repeats and enlarges the money-spreading Gordon supervised when he sold TPA. At that time, he saw to it that TPA's creative staff and executives each got a part of the record price of the company transfer.

It appears that Galaxy Productions, which will definitely not get into the problem of sales and distribution, is going to keep a small, highly mobile staff, with offices limited to New York and Hollywood.

Gordon, who's a graduate of the University of Chicago, lives in Riverdale, N. Y., with his wife and two teen-age children.

In Omaha...

if you want to

ring the

right doorbells...



# you want KOWH radio

9 years at or near the top-consistently!

Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc.

Adam Young can amplify. See him . . . or talk to KOWH

General Manager Virgil Sharpe.

KOWH Omaha

Represented by Adam Young Inc.



CHRISTMAS

EVERY DAY

NEW ENGLAND FOR

Advertisers

## WORL

Boston
Because WORL
Listeners are
Primarily Adults

Statistics show that adult women spend 80% of the consumer dollar and influence up to 91% of the buying!

#### WORL'S

Average: 88% Adults (Pulse, daytime hours) THEREFORE YOUR BEST BUY IS

Boston's "950 CLUB" Station





# Sponsor backstage

#### Music hath power-sales power!

"... Must there always be killings and violence?" whined Audrey Meadows plaintively, and a half-dozen times on a recent Sid Caesar show, ribbing the Westerns. Sid played every cactus cavalier out of every top-rated sagebrush saga, while Audrey played the ever-idolizin' gal of each of these heroes. It was hilarious satire, but the answer to Audrey's question will surely con-



tinue to be a big, loud, "You said it," as long as the ratings continue as they are going.

In the last Nielsen's, for example, seven out of the top 10 shows by rank were prairie epics, and six out of the top 10 by total audience were horse operas. By rank Wagon Train came in with a mighty 41.9, with Muster Dillon and his friends from Gunsmoke practically neck and neck with a 41.7.

Maverick, bang-bangs its way into the No. 8 spot in rank, and its rating is a substantial 34.5. When it's recognized that these shows are brought in at costs ranging roughly from \$45,000 per half-hour segment up to no more than \$85,000 for the full-hour segments, the rating results are seen even more gasp-inducing. So much so that other program categories are likely to suffer by too ready and shallow a comparison. In the top 10 with the tall, silent men, for instance, most of the time is Perry Como. The Como show runs its bankrollers some \$140,000 per hour. And Dinah's usually wonderful Chevy Show costs the carmaker closer to \$150,000 per program.

#### Who can resist a good song?

I believe that the men who pick up the tabs for Dinah and Perry are completely happy with their shows and their ratings. It's worth a considerable premium price, I believe, to have such abundantly wholesome, as well as talented people as are Mr. Como and Mrs. Montgomery. Like all top pros, they're tough in their trade dealings (as indeed they must be), but the public image of each comes close to being ideal from a sponsor's standpoint.

No, Perry's fine hour and Dinah's dynamic shows need no support from me, but music shows in general do. Partially because of the overwhelming track records of the cowboys, and partially because so much has been made of the few major music flops. There is, I'm afraid, a tendency on the part of the average agency, and the average advertiser to overlook the potent sales weapon the right kind of music show, and the proper music usage can be.

When it comes to solid advertising values you'll have to go a long way before you find a better buy than young Dick Clark, either on his strip afternoon show via ABC TV or his Saturday night show on the same network. Top 10 or not, when you deliver the substantial ratings Clark turns in for \$1,750 per quarter hour (which is what the daytime show runs) or \$20,000 which is what the Saturday night half hour costs, you're delivering audience at a very low cost-per-1,000, indeed.

You'll find the Dodge people very happy with Mr. Lawrence Welk,

and Chicken of the Sea, Brown & Williamson, Eastman Kodak, Gerber, Lever Brothers, Libby, McNeil & Libby and Miles Laboratories have all done well with a young man named Jimmy Dean at about \$3,000 per quarter-hour segment.

To this day, the hottest ticket on Broadway is "Music Man," with "My Fair Lady" still a tough buy. And if you want a further idea of the grass-roots appeal of the local bras band on which "Music Man" is based, take a look at last week's issue of Life, which featured an elaborate section on U. S. Entertainment.

The gate-fold, full-color cover shows a 1,076-man trombone section. And a two-page, full-color spread inside features a full band consisting of the aforementioned 1,076 trombones, 3,000 clarinets, 2,000 coronets, 1,000 horns, 1,000 drums and 800 tubas. These players are members of 194 school bands and the Life photos show them assembled at the University of Michigan's band day. That some radio stations and their advertisers are aware of the potency of this kind of music is indicated by a promotion which took place in Peoria, Ill. In that progressive community, recently, WIRL sponsored a Red Cross promotion campaign, which they built around Meredith Willson, composer of "Music Man." Willson led a band of 1,000 musicians at a high school band festival. Naturally they played "76 Trombones" from the show, and they also played Willson's tune, "It's Beginning to Look a Lot Like Christmas," which the Peoria Downtown retailers' association adopted as their official Christmas season selling slogan. Station chief Bob Frudeger said they had over 40,000 people at the band concert; they collected more than 1,000 pints of blood, and advertisers on the stations were mighty happy with the tie-in.

#### The inadvertent plugs

Of course one of the most effective merchandising uses of music is one no advertiser seems to effectively plan or control. I'm referring to that happy trick of developing a hit pop tune, plugging a product, and somehow promoting it into a hit record.

Almost 10 years ago the Andrews Sisters made a record of a song called "Rum and Coca-Cola," which sold a million copies. The Coca-Cola folks had nothing whatsoever to do with the record. A while later Pepsi-Cola had a song written featuring its product. They got the song recorded, and promoted it quite extensively, but the public showed no interest at all.

Right now one of the biggest pop records in the country is a thing called "Beep, Beep" by the Playmates. It tells the story of a Nash Rambler, which keeps pace with a racing Cadillac. The Cadillac is desperately stepping up its speed trying to get away from the Nash. To no avail. The record ends with the man driving the Nash asking the Cadillac to tell him how to get the Nash out of second gear. Unless Nash has hired a covey of rock-and-roll song-writers, I don't think they had anything to do with the song. But it's one of the biggest plus the auto ever had.

Music, it's often been said, hath power to soothe the savage beast. . . . Yes, and to move merchandise, too. Local or national.

#### Letters to Joe Csida are welcome

Do you always agree with what Joe Csida says in Sponsor Backstage? Joe and the editors of SPONSOR will be happy to receive and print your comments. Address them to Joe Csida, c/o SPONSOR, 40 East 49th Street, New York 17, New York.

# Topeka has 1 TV Station WIBW-TV is it



That's Why
NOBODY FROM NOWHERE
Can Saturate
TOPEKA
like

WIBW-TV SATURATES TOPEKA



#### ALL DAY - ANY DAY

Here's why survey-proved WIBW-TV is your best buy for complete coverage of the entire Topeka Farm market. • WIBW-TV commands the viewing audience. Note current survey figures:

ence. Note current survey tigures:

Share of Audience Monday-Sunday
7:45-12 N. 12 N.-6 p.m. 6 p.m.-12 Mid.

57.0% 50.3% 51.1%
In the 447 rated quarter-hours...
WIBW-TV ranked FIRST.

 In the top 15 Once-a-Week shows (with an average program rating of 44.13)... WIBW-TV had an average rating of 27.609/

37.0%. WIBW-TV serves 38 rural and urban counties in the heart of Kansas... where total gross income for 1957 was \$719,277,000.00. 1958 is a banner year. 
WIBW-TV saturates 218,190 TV homes. 
WIBW-TV saturates 218,190 TV homes.

#### Survey Figures Prove WIBW-TV's Value

 Not even the combined efforts of 3 distant Kansas City TV stations can begin to dent the Rich Topeka Farm Market, according to a current survey.

#### Share of Audience Monday-Sunday

7.45 12N 6 p.m. 12N 6

WIBW-TV CBS-ABC
Channel 13 Topeka, Kansas
REPRESENTED BY AVERY-KNODEL INC.

# clean sweep!

In 1958, Lestoil's entire advertising budget (\$9,000,000) went into spot television... making this fabulously successful household cleaner the medium's largest single-product advertiser! Amazing, for a client which spent just \$10,000 for advertising in 1954. Even more so, when you consider the fact that Lestoil has no large-scale distribution west of the Mississippi and south of Washington, D. C.

This distribution pattern is one reason Lestoil uses <u>spot television</u>. There's no waste circulation: Lestoil puts its money where the product is. Spot television's combination of sight, sound and motion creates demand, forces distribution, sells.

Naturally, the tv stations we represent in New York, Chicago, Philadelphia, Milwaukee, St. Louis and Washington all run Lestoil schedules. (And not hard-to-get announcements in prime time either. Just plenty of low-cost announcements in so-called "fringe" time, 52 weeks a year.)

Ask to see a typical Lestoil schedule. And then let us produce one for you that matches it in economy...and results.

#### CBS TELEVISION SPOT SALES

Representing WCBS-TV New York, WCAU-TV Philadelphia, WTOP-TV Washington, WBTV Charlotte, WBTW Florence, KMOX-TV St. Louis, WXIX Milwaukee, WBBM-TV Chicago, KNXT Los Angeles, KGUL-TV Houston, KGIN-TV Portland, WJXT Jacksonville, KSL-TV Salt Lake City, the CBS Television Pacific Network



#### THE NEW



KOMA's now a Storz Station and an NBC Station!



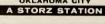
So it's the big, bright, powerful new buy in America's 48th market!



Talk to John Blair & Co., or KOMA General Manager Jack Sampson



OKLAHOMA CITY







## **Timebuvers** at work

Dick Elfenbein, Eastern manager, Advertising Agencies, Inc., Los Angeles, believes that there are certain unhealthy buying and selling practices that must be corrected for the good of the advertiser. agency, representative and station. "In November we bought a special newscast for election night from a network-owned station," Dick

says. "At the last possible moment on election eve, the station called and left word that the time had been preempted by a network sponsor. Obviously, we were on the spot. This left us with an approved budget which we had no use for, no time to contact other stations with packages still available, and no counter proposal from the station which we could take back to our client. What could we do? A few days later the



station salesman called to tell me how embarrassed he was. But we can't afford to be worried about embarrassment; our only income comes from media commissions. To have done the work, convinced the client of the value of the media, placed the schedule, and then have the media push us out is worse than embarrassing-its downright unprofitable. Ultimately, everyone in the business is hurt."

Peg Harris, Guild, Bascom & Bonfigli, Inc., San Francisco, feels that stations have almost stopped talking about themselves as broadcast media. "Nowadays," Peg says, "it seems that call letters mean that a merchandising service is available, with the extra plus some minute or 20-second spot." Peggy thinks that the primary job of a



station is to provide programing acceptable to its audience, using all the imaginative ways broadcast can be used to hold the interest and loyalty of its listeners. If a station can afford to have a merchandising department, staffed with enough people to do an intelligent job, all the better. "But merchandising is a business all its own, and it takes a great deal of knowledge and money to set up a good department and keep it running

effectively. Too often what a station offers is not merchandising, but a form of hand-holding with the local client representative. We're interested in all genuine merchandising services, of course, but we're more interested in reaching the largest number of prospects for a particular product. We'd like to know that your call letters mean you're a broadcast operation first. This is the major consideration."



Farm living has changed a lot out here in the Land of Milk and Money. In fact, the only way we know a farmer from a city-feller is that the farmer pays cash for his new car!

Yes, here's a unique market of small cities and big dairy farms . . . 42% rural and 58% urban . . . more than 400,000 families enjoying Channel 2-CBS Television.





# THE LAND OF MILK AND XONEY WBAY, CHANNEL 2, GREEN BAY

Buy the whole

## TEXAS MONEY BELT

and SELL it from



Everett McKinney, Inc. Clyde Melville, Southwest Ross Rucker, Pres. Hillman Taylor, TV Manager Ken Welch, Radio Manager

High income, rapid growth, make this a market to watch and to buy. You can sell it from the center, with

KVKM AM TV MONAHANS, TEXAS



# 49th and Madison

More on Fortune attack

Extremely happy for your thorough article on *Fortune* in November 29th sponsor,

Their observations remind me of the antipathy of an old timer who was relegated to a lesser position when a young new boss came into the organization.

In the past those who were staid print people preferred to ignore radio and then television with an "if I ignore them they will go away" attitude. But a man's wallet is closer to his heart than a position his pants pocket would indicate—and it's a vital spot in which to be hit. Anything that is new and better will be challenged, accused, laughed down, and minimized.

In radio and tv we have been telling ourselves for years how good we are—how effective, how powerful. But we have failed in our public relations along this line.

An organization like the TvB can not do it alone. And I don't mean "fighting back." We do not need to resort to negative sell. But we DO need positive campaigns on the part of individual stations and the entire industry to keep telling the story on the air and off the air.

We take for granted that people know our story. By and large they do not. What's more, we are writing new chapters every day—so the story has to be told, re-told positively. I feel we have the greatest selling medium in history. It sells the products of others why can not it be used to sell itself? It's high time we start.

> Ronald R. Ross gen. mgr., WPTA Fort Wayne

I read your magazine regularly . . . enjoy it very much. Noteworthy is your immediate defense and answers to your industries' critics.

Stuart L. Rosendale Milwaukee Federal Savings & Loan Assoc. Milwaukee Thanks so much for your splendid coverage of the Fortune attack.

Thanks also for a wonderful story on Inco and its use of radio in behalf of the unseen metal. It seems to me it's fairly appropriate that they should lean so heavily on the unseen medium.

Inco, you know, is the biggest heavy industry in the immediate Huntington area and we are naturally delighted that they are going so heavily into air advertising, having been with our "Tri-State Reporter" for several years now.

Lawrence H. Rogers II WSAZ-TV Huntington, W. Va.

Column commentary

Congratulations on the "Commercial Commentary" column in the December 8th issue of SPONSOR on the need for better understanding of advertising by top management. This is an area where the Association of National Advertisers will be devoting increasing atten-

tion. Your excellent analysis will be

of real help to us in such a program.

Al Dann
director of press relations
Assoc. of Natl. Advertisers
New York

#### Comparagraph inquiry

As a long-time reader of sponsor, let me say how much I appreciate your new lay-out for the once-each-month Television Comparagraph, my favorite department of your magazine. Since you now have much more room to list each show in your nighttime section. would you please return to the procedure you discontinued some years ago with the radio comparagraph, of including the origination point and number of stations carrying each program? If possible, I know many of us in the trade would appreciate having the advertising agency and film producer also mentioned, in each case.

Millard D. Hansen, Jr. WAAF Radio Chicago

 Agencies were included in the 20 December issue but space limitation prohibits inclusion of such information on a regular basis.



New 52 county Area Pulse\* shows WTIX first 360 out of 360 quarter hours . . . shows WTIX first morning, afternoon and evening

## "This changes my whole New Orleans thinking!"

This is what's happened since WTIX became 20 times more powerful, with 5,000 watts at 690 kc. Here's what else happened:

METRO PULSE; Continued first every daytime 1/4 hour; now first in 499 of 504 overall 1/4 hours.

HOOPER; First by far, all day.

If you want first call on the 2,500,000 people now in the WTIX area, you want to talk to Adam Young, or to WTIX General Manager Fred Berthelson.

The New

# TIX

5,000 watts 690 kc.

#### NEW ORLEANS

a.m.-midnight, Monday through Friday

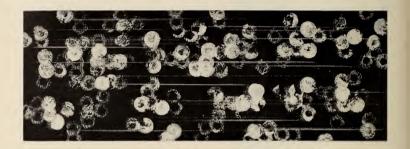
One of the STORZ STATIONS Today's Radio for Today's Selling
Todd Storz, President Home Office: Omaha WDGY, Minneapolis-St. Paul WHB, Kansas City KOMA, Oklahoma City

WTIX, New Orleans WQAM, Miami

WDGY, WHB. WQAM, Represented by John Blair & Co. KOMA, Represented by John Blair & Co., effective Jan. 1, 1959 WTIX, Represented by Adam Young Inc.

48

## Stimulating Sounds



What sounds do people need for modern living? Which offer pleasure . . . fulfillment . . . and stimulate response?

Bartell Family Radio researches continually for answers corrected to the community . . . its background . . . its mood.

That's why our majority audiences . . . that's why more buyers at lower cost.

Bartell it . . . and sell it!





AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS Sold Nationally by ADAM YOUNG INC.



Most significant to and radio news of the week with interpretation in depth for busy readers

### SPONSOR-SCOPE

27 DECEMBER 1958
Copyright 1938
SPONSOR
PUBLICATIONS INC.

National spot radio got a happy New Year's gift this week: Liggett & Myer's newest splurge in behalf of its L&M brand (DFS).

The campaign will run for 10 weeks, starting 5 January, in over 100 markets, with schedules up to 50-60 spots a week.

On top of that, contract renewals were coming through in gleaming fashion, including Continental Baking, Pall Mall, Texaco, Cities Service, and Amoco.

Include Esso with what the reps feel is a heartening twist: The company was back buying five-minute news periods—instead of just spots.

If you want to see how tv, when efficiently used, can zoom the sales of a relatively new product, spend a few minutes on the latest running boxscope (page 28) of the test that Parti-Day is doing in Green Bay.

Sales are actually going at four times the rate they did when the test started a few weeks ago.

Now that agency media directors have had an opportunity to study CBS TV's revised minimum-buy plan—which becomes effective 1 March—the general consensus appears to be that the smaller stations will be the beneficiaries.

This is the reasoning: If an advertiser elects to drop a station in a top market, it is assumed that—since the network now puts the primary emphasis on a minimum dollar volume—a lot of small stations will have to be added to keep the pot big enough.

Meantime some agencies anticipate that problems will stem from the fact that alternate sponsors of a program will find different areas of market opportunity, thereby preventing the show from every-week exposure, unless one of these compromises is made:

1) Let the station sell participation locally.

2) Let the network compensate the station with the cut-in rate.

One of the top agencies predicts that its labors will be increased by the necessity of sending men on the road to recover markets which hadn't been included by the previous occupant of a nighttime period.

There was no letup in the pace of account switching during the second half of 1958.

But few of the migrants—as compared to the first half of the year (see 5 July SPON-SOR-SCOPE)—carried staggering budgets with them.

Among the more conspicuous switches were:

| ADVERTISER          | FROM                  | то              | BILLINGS    |
|---------------------|-----------------------|-----------------|-------------|
| Pabst               | NC&K                  | K&E             | \$7,000,000 |
| Studebaker          | Burke, Dowling, Adams | D'Arcy          | 4,000,000   |
| Equitable Life      | K&E                   | FCB             | 3,000,000   |
| Nehi                | Compton               | D'Arcy          | 2,500,000   |
| Florist Telegraph   | Grant                 | KM&J            | 2,500,000   |
| Cresta Blanca       | FCB                   | NC&K            | 1,500,000   |
| Colgate's Cashmere  | Houston               | D'Arcy          | 1,500,000   |
| J. H. Filbert       | SSCB                  | Y&R             | 1.500,000   |
| Kroger              | Campbell-Ewald        | Campbell-Mithun | 1,250,000   |
| N. Y. Dodge Dealers | Grant                 | Wexton          | 1,000,000   |
| P&G's Big Top       | Compton               | Grey            | 1,000,000   |

Colgate's scheduled takeover of Wildroot is in harmony with the current marketing trend toward reducing the high cost of selling by increasing the dollar volume via the acquisition of a known product.

This broadening of product lines by the buy-out route is expected to increase in scope during the next few years, marketing observers feel.

Colgate's announcement that it had come to an agreement to acquire with Wildroot naturally generated much speculation as to BBDO's future status on the Wildroot account. BBDO appeared confident it would retain the account, even though it is a Lever agency.

Colgate Toothpaste this year continued to run laps ahead of P&G's chief contender, the equally-tremendous spender Gleem.

The latest breakdown by shares of market of the dentifrice leaders:

Colgate, 34%; Gleem, 20%; Pepsodent, 7.5%; Ipana, 7.5%; Crest (P&G), 7.3%.

More and more radio stations are wrestling with the fact that one of the big tasks facing them in 1959 is that of bringing their rate structures in harmony with new national spot buying patterns.

Behind their thoughts are these factors:

- Shortterm and flight schedules are fast becoming the norm of buying. How, stations are beginning to ask themselves, can the ratecard be adjusted so these types of buyers will find it economically advantageous to come back at frequent intervals?
- There's a trend among the year-around giant users of spot radio toward insisting
  that stations do something about revising their maximum discounts so that advertisers
  in the 500 to 1,000-times-a-year bracket be given the differential treatment they
  think coming to them. Most stations' ratecards have maximum discounts pegged at 260 or
  312 times.

An account that's already begun to bring heavy pressure in that direction is R. J. Reynolds. Esty in handing out 1959 renewal contracts during the past week explicitly informed reps that it expected the radio stations involved to take early action in gearing their ratecards to Reynolds' status of a customer whose cumulative buys reach far beyond current ratecard provisions.

The tv/radio billings (network and spot) of the top 50 air media agencies in 1958 (see page 27) add up to \$1.35 billion, or close to 50% of their total billings.

As a footnote to SPONSOR's compilation of the 1958 leaders, SPONSOR-SCOPE looked back 20 years for a comparison of total network billings only.

Here's what most of the first 15 on the 1958 roster billed for network radio alone in 1938:

| AGENCY             | 1958 NETWORK | RANK | 1938 NETWORK                            | RANK |
|--------------------|--------------|------|---|------|
| J. Walter Thompson | \$90 million | 1    | \$5.3 million                           | 2    |
| McCann-Erickson    | 69 million   | 2    | 1.0 million                             | 20   |
| Young & Rubicam    | 66.3 million | 3    | 5.1 million                             | 3    |
| BBDO               | 49 million   | 4    | 1.6 million                             | 10   |
| Benton & Bowles    | 40.2 million | 5    | 4.8 million                             | 4    |
| Leo Burnett        | 39.6 million | 6    | **********                              |      |
| Dancer-F-S         | 36 million   | 7    | 9.1 million                             | 1*   |
| Ted Bates          | 35.9 million | 8    | *************************************** |      |
| Kenyon & Eckhardt  | 31.4 million | 9    |   |      |
| Foote,C&B          | 30 million   | 10   | 4.8 million                             | 5**  |
| Compton            | 25.7 million | 11   | 3.1 million                             | 7    |
| Lennen & Newell    | 20.4 million | 12   | 2.3 million                             | 8    |
| N. W. Ayer         | 17 million   | 13   | 1.3 million                             | 13   |
| William Esty       | 15 million   | 14   | 1.1 million                             | 18   |
| SSCB               | 14.3 million | 15   |   |      |
|                    |              |      |   |      |

<sup>\*</sup> Blackett-Sample-Hummert in 1938. \*\* Lord & Thomas.

### SPONSOR-SCOPE continued



Schick is looking for an out from the Phil Silvers show.

Mainly because it's under new control (Revlon), it wants to cut back until it sees how its future is going to shape up.

CBS Radio this week added a couple of new angles to its time-selling arrangements.

Arthur Godfrey can now be bought in 10-minute segments instead of 15-minute units, and the Linkletter show can be had in 2½-minute units (each allowing a 30-second plug).

Significance of the Godfrey change: An advertiser will be able to buy two 10's one week and a single 10 the following week for the cost of two 15's over two weeks to give him an average of 25% more home commercial impressions.

Ray Spector's Hazel Bishop line—which lately has depended on barter time—this week plunged high, wide, and handsome into network tv.

Needing lots of holiday-buying steam, Spector spread his buys over the Steve Allen Show, the NBC News, and Cimarron City.

Says Spector: "We're continuing with barter, but not on an exclusive basis."

What may be the beginning of a life insurance parade into tv in an effort to catch up with Prudential: Equitable Life Insurance (FCB) has bought a quarter-hour of the Doug Edwards news strip on CBS TV.

Meanwhile New York Life has done some tv testing recently via Compton; and Mc-Can-Erickson from time to time has looked around for something that might take John Hancock into the medium.

Historical note: Equitable had an FBI show on radio in the early '40s.

The central point of the presentation that CBS TV started showing around ad agencies last week is that anyway you look at it CBS is still the kingpin among tv networks.

Based on all the October and November Nielsen ratings, the documentation includes this comparison of average minutes of viewing at night in homes, standing vis-a-vis the other networks and cost-per-1000-commercial-minute home impressions:

| NETWORK | AVG, MINUTE HOMES | LEAD OVER COMPETITION | COST EFFICIENCY |
|---------|-------------------|-----------------------|-----------------|
| CBS TV  | 9,366,000         |                       | \$3.29          |
| NBC TV  | 8,176,000         | 15%                   | 3.97            |
| ABC TV  | 7,006,000         | 34%                   | 3.82            |

Other points claimed in the presentation:

- 1) For all the average nighttime half-hours (6-11 p.m.), CBS TV has 29 wins (highest ratings); NBC TV, 12; and ABC TV, 11.
- In average daytime quarter-hours sold, CBS TV showed 96; NBC TV, 90; ABC TV, 73.

William Young, Esty marketing chief, told a group of supermarket operators in Florida that by loading themselves up with more and more private brands they'll eventually wind up in an economic blind alley.

The salient points of his argument:

- Most of the advertising for private brands has a lot of waste circulation when you compare the cost of the audience reached with the actual sales of a brand that can be bought in so few places in an area.
- 2) In adding infrequently used (small profit) items to their private-brand list, supermarkets defeat the basic purpose of the private brand—enticing people to shop frequently in a particular store.
- 3) The supermarket in the long run can derive a larger profit for the same shelf or floor space from a national brand that is constantly backed by advertising.

(For background on this heightening battle between the private and national brands, see 30 August SPONSOR, page 29.)

Put down Fuller & Smith & Ross as emerging from the strictly industrial print field into a position where it's got a \$13-million stake in the air media—all within a matter of three or four years.

That \$13 million will be the rate at which the agency will start off its billings for 1959. The split is \$10 million tv and \$3 million radio.

Moreover, what's happening at FSR apparently is going to happen in other industrial agencies, to—they'll move into radio/tv areas as their clients broaden their advertising philosophies.

At the rate gross time billings have been going this fall the three tv networks should jointly show around \$565 million for 1958, as compared to \$551 million for 1957.

The October 1958 gross billing figure, just released by TvB-LNA, show the networks running 6.6% ahead of the same month for last year.

The October breakdown by network this year: ABC TV, \$9,960,524, 23.1% up; CBS TV, \$21,878,506, 2.4% down; NBC TV, \$20,644,587, 10.2% up.

On the first ten months of 1958 the networks are collectively 10.1% over '57.

Impulse buying specialists are beginning to feel that the force of tv has

wrenched control over brand promotion away from the retailer.

With personal service gone from the big stores, impulse-selection of known brands is not only overwhelming the lower-priced private brands salewise but making it impossible for the retailer to muster all the in-store space he needs for the promotion of

his own brands.

Note the next time you visit an A&P supermarket how limited the promotional space is for the chain's own Ann Page brand: too many nationally advertised brands are bidding for the footage.

Leading radio reps are swinging more and more to the view that if there's any concerted battling to be done to maintain spot radio's share of the national advertising dollar, the representatives will have to bear the brunt of it.

The instigators of a plan to start hitting hard at the agency level contend that the only people who can create dollars for national spot radio are the reps. They know the competitive stories of the major markets and have the information showing the comparative efficiency of a radio buy at their fingertips.

Another rep advantage: He can talk authoritatively on the best use of radio under modern conditions.

If you're a seller of spot radio, you ought to appreciate the disadvantages a timebuyer in that sector has to cope with compared to the easy position of his confreres on the tv side.

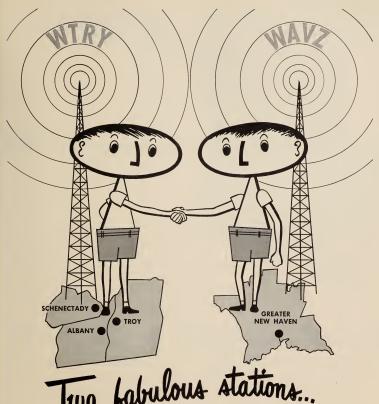
The radio buyer has far fewer crutches to lean on. With coverage data more or less and in constant debate, he has to depend on the ratings he gots from Pulse or Hooper plus his own knowledge of the market and station to justify a buy to the client.

Compare the foregoing to the data that the tv buyer in a major agency can expect from his media research department.

The latter gets documentation such as this:

(1) Number of homes reached; (2) cost-per-1000; (3) number of impressions obtainable from the whole campaign; (4) evaluation of the market; (5) evaluation of the offered programing.

For other news coverage in this issue, see Newsmaker of the Week, page 5; Spot Buys, page 58; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 56; Tv and Radio Newsmakers, page 66; and Film-Scope, page 53.



# Two fabulous stations...

### In delivering DOWN TO EARTH understanding . . .

of what audiences want . . . how to move products for advertisers . . . how to lead communities for the benefit of the people who live in them.

Representatives: WTRY John Blair & Co.

National: Hollingbery Co. New England: Kettell-Carter



Daniel W. Kops, President • Richard J. Monahan, Vice President and National Advertising Manager



### Facts Of Broadcasting — DETROIT

### Biggest New Business

### Fact of 1958-59

is the business public's

strong acceptance of

the new models

from Detroit . . .

### Biggest New Business

Fact of 1958-59

### Radio Time-buying

is the month-by-month

increasingly accepted fact

among key time-buyers that

50kw W-CAR is now a

"must" radio buy in Detroit

\* 50,000 watts 1130 K W-CAR-DETROI

W-CAR

♥ SPONSOR

27 DECEMBER 1958



### IT WAS A ROUGH YEAR

1958 HAD ITS SHARE OF PROBLEMS AS THIS RUNDOWN OF TRENDS SHOWS, BUT THERE WERE ACCOMPLISHMENTS, TOO

It was a busy year, full of problems but full of accomplishments, too. There were trends and then counter-trends as the recession bottomed out and recovery took over. If you measure the business in terms of dollars, advertising as a whole faltered in 1958. But 1959 looks promising and the year-end mood was, on the whole, one of satisfaction.

Radio had its headaches and print even more so, but tv had a good year. The Television Bureau of Advertising estimated by expenditures by advertisers would hit \$1,374,000,000, up from \$1,290,000,000 in 1957. The TvB people even went so far as to predict a 1959 figure—\$1,463,000,000. These are estimates of actual dollars spent—including time costs

(after discounts), programing and commercial costs.

With not even 1957 FCC figures available as a guide, the total radio picture for 1958 was less clear. Estimates from the Station Representatives Assn. showed the first nine months of spot had pulled in \$136,639,000 compared with \$131,387,000 during the comparable period in 1957 but the third quarter was down 4% and during the last quarter, so the word went, the decline continued. There is little question, however, that spot radio for 1958 will do better than 1956, which makes this year the second best year in spot radio's history.

With reports indicating that local radio is doing nicely, final figures on radio may show a slight in-

### ACCOUNT SHIFTS, FCC PROBES BATTLE OVER LIQUORS



Package goods formula: Dr. Lyndon O. Brown, D.F.S market researcher, was big factor in winning Frigidaire account for agency with D.F.S's plan for selling appliances like package goods. Key part of plan was use of daytime ty



Chrysler and creativity: Leo Burnett's agency got part of the Chrysler account without a formal creative presentation, a tribute to the agency's reputation in creative area. Agency men are team members, not lone wolves



TvB and expansion: Roger W. Clipp, head of the Triangle station group, was named board chairman of TvB in November. Since board meeting membership is up by 10, it's now 249. Membership at the '57 meeting: 235



The heat's on: Louis G. Cowan made his reputation with such shows as Quiz Kids, \$64,900 Question before being named head of CBS TV. His problem: keeping his network in first place in a fierce struggle with ABC, NBC



Once a station rep: Robert Eastman, one of spot radio's most well-known salesman, set up own rep firm this year after one-year hiatus from rep business as ABC radio head. He had spent 14 years with Blair, ended in charge of radio



Liquor and legislation: The NAB's president, Harold E. Fellows, led the fight against lowering the bars on liquor ads, for radio/tv coverage of trials, against subliminal ads, "white coat" commercials, Current NAB membership: 2,326

crease for the year. The NAB estimated a 3% jump in total radio advertising expenditures. The association put the 1958 figure at \$641 million, compared with 1957's record \$622.5 million.

It is unlikely that there will be an increase in total ad expenditures and a slight dip is possible. McCann-Erick-son's projections for 1958 based on six-month figures put the total, as published in Printers' Ink at \$10,145,000,000, down from \$10,310,600,000 in 1957. If these estimates prove to be correct, it will be the first decline registered since the war.

Since it is generally conceded that the recession reached bottom in April with the remainder of the year marking a consistent recovery, a pickup in ad billings may have taken place. The irrony of a spot radio dip coming at the same time as a business pickup shows, however, how tricky such a prediction can be.

Television's ability to weather the recession was a reflection of the fact that it was still a growing medium in 1958. Tv home saturation hit the 85% mark in November compared with 82% the year before. This represents a slowdown in growth, to be sure, but such a slowdown is to be expected with tv home ownership as such a high level. It still meant the addition of 2.3 million new tv homes, a group bigger than any tv market except New York or Los Angeles.

Radio home ownership had reached the 96% limit years ago but the proliferation of sets continued. RAB projections of sets in working order as of 1 July 1958 came to 142 million, compared to 135 million in mid-year 1957. Upcoming is an RAB-sponsored radio set count by the Census Bureau, which will be the first field study of set ownership since NCS No. 2 and will produce valuable information on set location and type of sets used. Meanwhile, there were 400 more am and fm stations than a year ago.

A number of broadcast developments came to a head in 1958. Among

### IS ON THE AIR HIGHLIGHT THE BROADCASTING YEAR



Hot executive: Once a SPONSOR columnist, young (42) Robert L. Foreman, exec. v.p. and plans board chief at BBDO, was named in charge of creative services. During same month he published novel titled "The Hot Half Hour"



Switch to Buick: Marion Harper, Jr., head of McCann-Erickson, which pulled the surprise of the year by exchanging Buick for Chrysler, has been making news for some time with his marketing concepts and ideas on agency satellites



quiz: Washington Harris, House Democrat, headed committee probing FCC, uncovered charges of influence-peddling in tv station grants in Miami, Boston, Pittsburgh, urged impeachment of Commissioner Mack in Miami case



Radio Cutback: Arthur Hull Haves, CBS Radio president, unveiled Program Consolidation Plan, which reduced network option time, gave affiliates heavy schedule of news to sell locally without fee. Web keeps money from own sales



Bob and Bob: Robert E. Kint ner's elevation to NBC presidency was in recognition of his job in infusing new life into the tv network. He now shares responsibilities with board chairman Robert W. Sarnoff, elevated at same time



Rep switch: Don McGannon, head of Westinghouse Broadcasting, made news in announcing WBC was setting up own rep firm for tv stations, switching to AM Radio Sales Corp., partly owned by Westinghouse for its am outlets

the developments were the following:

Buying of national spot at local rates: Nobody liked it. Even advertisers, to hear them talk, felt that the buying of national spot at local rates would produce dangerous and confusing after-effects. But with the recession putting on pressure to make ad dollars work harder, 1958 saw more national buying at local rates than ever.

The situation was certainly not confined to broadcast media. Newspapers, too, saw the problem multiply. At this point the industry is past caring who was responsible for the practicewhether it was the advertiser looking for bargains or local media looking for business-and the emphasis is on trying to find a solution that's workable.

Triple-spotting on tv: Led by P&G agency, Benton & Bowles, a number of ad houses put the mailed fist over the velvet glove in demanding an end to triple-spotting. The or-else tactics paid off and three contiguous commercials in prime time became rarer during the second half of 1958. The networks played a part in this campaign by pressuring affiliates who triple-spotted by cutting off program segments or network promotion announcements to squeeze in an extra ad.

Attacks on tv programing: Criticism of "mediocrity" in tv programing during the year culminated in the December issue of Fortune magazine. In

a piece entitled "Tv-The Light That Failed," writer Richard Austin Smith unveiled what tv industry sources consider the new, anti-tv party line among print publishers, hard-pressed because of revenue drops in 1958. Whatever the esthetic state of tv programing, one fact was clear: tv was just as popular as ever during 1958 with audience levels (hours of listening per average home) higher than ever.

Network tv flexibility: Demands for more flexibility in network tv by clients were more successful this season as the webs worked hard to unload their unsold time. CBS TV dumped its mustbuy list. Clients were offered minutes on network shows. Short-term con-

### AGENCY MERGERS AND TRIPLE-SPOTTING MAKE NEWS



No triple spots: Lee Rich, media director of Benton & Bowles, a key P&G agency, led the battle against triple-spotting on tv. The pressure brought by B&B, other agencies and networks was effective in cutting down this practice



Leads ANA: Election of Henry Schachte, ad v.p. of Lever Bros., as board chairman of ANA, puts a representative of a predominantly air advertiser in top ANA post for first time in several years. He has had wide experience in ad field



Net and indie: Todd Storz, a leading independent broadcaster, startled the industry by picking up an NBC Radio affiliation for his recently acquired KOMA, Oklahoma City. Storz contended his move involved no policy change



Agency blender: Adolph J. Toigo, president of Lennen & Neell, symbolizes agency merger trend as L&N absorbed such firms as Buchanan, C. L. Miller. Mergers pushed L&N toward \$90 million mark in over-all agency billings



Day and night: Oliver Treys became president of ABC TV, launched Operation Daybreak in 1958. The second move made ABC fully competitive during the day. Treyx hopes to repeat success web has had in moving ahead at night



Syndication too: The multisided Jack Wrather, station owner, producer, oil man, hotel magnate, added other sides in 1958 with his setting up of Independent Tv Corp, his acquiring of TPA. His tv firm has arms in Canada and England

B

R

8

tracts were becoming more common.

Other newsworthy events of the year include these happenings:

- The rating services began expanding in a number of areas, but particularly in spot tv.
- CBS Radio cut back its programing. Affiliates were given news to sell locally in exchange for permitting the network to keep all income from the programing it sold.
- The machinery of tv station grants by the FCC got a thorough airing in the wake of accusations of influencepeddling for channels in Miami, Boston and Pittsburgh.
- Agency mergers continued at a healthy pace.

 A return to first principles was called for at the ANA 1958 convention where advertising executives were reminded that turning out advertising was still the prime agency task.

Details on most of these developments will be found in the stories below.

#### **AGENCIES**

The top agencies pocketed a bigger share of the radio and tv business around during 1958. This is shown by broadcast billings figures of the 50 leading air agencies (see the chart on the top 50 on the page at right).

This concentration of billings will undoubtedly be spurred next year by the epidemic of agency mergers. The top 50 agencies billed a total

of \$1,342 million this past year, a 10% jump over the 1957 figure of \$1,222 million. Total client spending in the two air media came to \$2,015 million in 1958 (according to TvB and NAB estimates), up 5.4% from the \$1,912 million in 1957.

This would indicate that two out of every three dollars spent in tv and radio is spent by the top 50 commission houses. On the other hand, these 50 agencies' total spending (print and air) account for only 28% of total advertising expenditures. Almost half of all billings of the top 50 are in air media.

(Please turn to page 50)

### TOP 50 AIR AGENCIES WITH NETWORK AND SPOT BREAKDOWNS

| AGENCY            | Rank<br>1958 | Rank<br>1957 | Total air<br>\$ 1958 | Total air<br>\$ 1957 | % air is of<br>Total 1958 | % air is of<br>Total 1957 |       | Total<br>Tv \$ | \$ in Tv<br>Net | \$ in Tv<br>Spot | Total<br>Radio \$ | \$ in Radio<br>Net | \$ in Radio<br>Spot |
|-------------------|--------------|--------------|----------------------|----------------------|---------------------------|---------------------------|-------|----------------|-----------------|------------------|-------------------|--------------------|---------------------|
| JWT*              | 1            | 3            | \$125.8              | \$95                 | 44%                       | 45%                       | \$285 | \$109.5        | \$85.5          | \$24             | \$16.3            | \$4.5              | \$11.8              |
| McCann-Erickson   | 2            | 1            | 102                  | 106                  | 52                        | 58                        | 196.2 | 87             | 61              | 26               | 15                | 2                  | 13                  |
| Y&R*              | 3            | 2            | 95.2                 | 100                  | 45                        | 50                        | 211.6 | 82             | 62.5            | 19.5             | 13.2              | 3.8                | 9.4                 |
| BBDO*             | 4            | 4            | 88                   | 85                   | 42                        | 40                        | 210   | 73             | 47              | 26               | 15                | 2                  | 13                  |
| Ted Bates         | 5            | 5            | 84.4                 | 75                   | 79                        | 75                        | 106.5 | 78.1           | 35.7            | 42.4             | 6.3               | 2                  | 4.3                 |
| B&B               | 6            | 6            | 66.5                 | 54.5                 | 66.5                      | 59                        | 100   | 65             | 40              | 25               | 1.5               | 0.2                | 1.3                 |
| Burnett           | 7            | 7            | 54.3                 | 49                   | 58                        | 61                        | 93.6  | 51.2           | 39.3            | 11.9             | 3.05              | 0.25               | 2.8                 |
| D-F-S*            | 8            | 8            | 52                   | 47.5                 | 65                        | 66                        | 80_   | 44             | 35              | 9                | 8                 | 1                  | 7                   |
| Ayer*             | 9            | 12           | 48                   | 40                   | 40                        | 36                        | 120   | 35             | 14              | 21               | 13                | 3                  | 10                  |
| Compton           | 10           | 10           | 47.25                | 42                   | 63                        | 60                        | 75    | 45             | 25              | 20               | 2.25              | 0.75               | 1.5                 |
| Esty*             | 11           | 9            | 47                   | 43                   | 78                        | 80                        | 60    | 34.5           | 11.5            | 23               | 12.5              | 3.5                | 9                   |
| K&E               | 12           | 11           | 40.5                 | 40.5                 | 45                        | 45                        | 90    | 35.2           | 29.8            | 5.4              | 5.3               | 1.6                | 3.7                 |
| FC&B              | 13           | 13           | 35.5                 | 32                   | 36                        | 36                        | 98.6  | 29             | 26.1            | 2.9              | 6.5               | 3.9                | 2.6                 |
| Lennen & Newell   | 14           | 15           | 35.4                 | 24.5                 | 52                        | 55                        | 68    | 31.4           | 19.8            | 11.6             | 4                 | 0.6                | 3.4                 |
| SSC&B             | 15           | 14           | 28.35                | 26.7                 | 70                        | 65                        | 40.5  | 22.35          | 14.1            | 8.25             | 6                 | 0.2                | 5.8                 |
| Campbell-Ewald*   | 16           | 16           | 25                   | 22.5                 | 35                        | 35                        | 70    | 22             | 20              | 2                | 3                 | 2.5                | 0.5                 |
| Grant             | 17           | 18           | 21                   | 17                   | 23                        | 40                        | 90    | 18.2           | 15              | 3.2              | 2.8               | 0.1                | 2.7                 |
| Wade              | 18           | 25           | 18.6                 | 11.5                 | 85                        | 77                        | 21.9  | 17.1           | 9.1             | 8                | 1.5               | 0.6                | 0.9                 |
| C&W*              | 19           | 17           | 17                   | 18.2                 | 34                        | 36                        | 51    | 11             | 3               | 8                | 6                 | 2                  | 4                   |
| Needham, L&B      | 20           | 24           | 16.8                 | 14                   | 47                        | 43                        | 35.7  | 13.9           | 11.4            | 2.5              | 2.9               | 0.2                | 2.7                 |
| EWR&R             | 21           | 22           | 16.5                 | 15                   | 23                        | 19                        | 72    | 14.5           | 12.5            | 2                | 2                 | 1                  | 1                   |
| Grey              | 21           | 21           | 16.5                 | 15.4                 | 39                        | 37                        | 42.2  | 11.1           | 8.5             | 2.6              | 5.4               | 1                  | 4.4                 |
| Parkson           | 23           | 37           | 15.8                 | 8                    | 91                        | 84                        | 17.3  | 15.6           | 15              | 0.6              | 0.2               | х                  | 0.2                 |
| D'Arcy            | 24           | 22           | 15.5                 | 15                   | 32                        | 28                        | 48.4  | 10.5           | 6.5             | 4                | 5                 | x                  | 5                   |
| Campbell-Mithun   | 24           | 20           | 15.5                 | 16                   | 48                        | 41                        | 32.3  | 13             | 9               | 4                | 2.5               | x                  | 2.5                 |
| NC&K              | 26           | 27           | 14.6                 | 10.3                 | 40                        | 37                        | 36.5  | 10.5           | 6.4             | 4.1              | 4.1               | 1                  | 3.1                 |
| DCSS              | 27           | 29           | 13.5                 | 10                   | 56                        | 50                        | 24    | 12.2           | 9               | 3.2              | 1.3               | 1                  | 0.3                 |
| Maxon             | 28           | 19           | 13                   | 16.8                 | 50                        | 60                        | 26    | 12             | 11              | 1                | 1                 | 0.75               | 0.25                |
| Gardner           | 29           | 26           | 11.5                 | 10.5                 | 50                        | 48                        | 23    | 8.05           | 5.2             | 2.85             | 3.45              | 0.75               | 2.7                 |
| Tatham-Laird      | 30           | 27           | 11                   | 10.3                 | 57                        | 49                        | 19.3  | 10.5           | 8.5             | 2                | 0.5               | х                  | 0.5                 |
| Bryan Houston     | 31           | 34           | 10.8                 | 9                    | 60                        | 60                        | 18    | 10.3           | 6.7             | 3.6              | 0.5               | x                  | 0.5                 |
| Ogilvy, B&M       | 32           | 49           | 10.1                 | 5.6                  | 53                        | 30                        | 19    | 7.7            | 4.8             | 2.9              | 2.4               | 0.6                | 1.8                 |
| D. P. Brother*    | 33           | 31           | 9                    | 9.5                  | 25                        | 32                        | 36    | 8              | 7.5             | 0.5              | 11                | 0.3                | 0.7                 |
| F&S&R             | 33           | 31           | 9                    | 9.5                  | 24                        | 21                        | 37.5  | 7              | 5.5             | 1.5              | 2                 | 1.5                | 0.5                 |
| MeM-J&A           | 35           | 36           | 8.5                  | 8.5                  | 25                        | 19                        | 34    | 7.7            | 6.2             | 1.5              | 0.8               | 0.3                | 0.5                 |
| North             | 36           | 33           | 8.4                  | 9.1                  | 75                        | 83                        | 11.2  | 8.3            | 6.8             | 1.5              | 1.0               | 0.065              | 0.035               |
| Guild, Bascom & B | 37           | 30           | 8.33                 | 9.6                  | 83                        | 75                        | 10    | 6.86           | 5.0             | 1.86             | 1.47              | 0.27               | 1.2                 |
| Doyle, Dane B     | 38           | 44           | 7.8                  | 6.4                  | 37                        | 32                        | 21.1  | 7.4            | 5.5             | 1.9              | 0.4               | х                  | 0.4                 |
| Keyes, Madden & J | 39           | 40           | 7.71                 | 7.4                  | 43                        | 49                        | 17.9  | 7.13           | 1.58            | 5.55             | 0.575             | 0.2                | 0.375               |
| Mogul             | 40           | 38           | 7.6                  | 7.7                  | 69                        | 75                        | 11    | 5.6            | 3.1             | 2.5              | 2                 | х                  | 2                   |
| Donahue & Coe     | 41           | 38           | 7.2                  | 7.7                  | 23                        | 26                        | 31.3  | 5.6            | 1.12            | 4,48             | 1.6               | x                  | 1.5                 |
| Cohen & Aleshire  | 42           | 43           | 7                    | 6.5                  | 80                        | 72                        | 8.75  | 3.6            | 1,1             | 2.5              | 3.4               | 1                  | 2.4                 |
| Warwick & Legler  | 42           | 44           | 7                    | 6.4                  | 35                        | 44                        | 20    | 5.5            | 3.0             | 2.5              | 1.5               | 1.3                | 0.2                 |
| Reach-McClinton   | 44           | 47           | 6.9                  | 5.8                  | 43                        | 46                        | 16    | 6.6            | 5.2             | 1.4              | 0.3               | х                  | 0.3                 |
| Honig-Cooper, H&M | 44           | †            | 6.9                  | †                    | 56                        | †                         | 12.3  | 5.9            | 0.7             | 5.2              | 1                 | х                  | 1                   |
| Best              | 46           | †            | 6.8                  | †                    | 63                        | †                         | 10.8  | 5.7            | 2.1             | 3.6              | 1.1               | 0.3                | 0.8                 |
| Geyer*            | 47           | 46           | 6                    | 6                    | 33                        | 40                        | 18    | 5              | 4               | 11               | 11                | 0.3                | 0.7                 |
| E. H. Weiss       | 48           | 41           | 5.7                  | 7                    | 43                        | 47                        | 13.3  | 5              | 3               | 2                | 0.7               | 0.5                | 0.2                 |
| LaRoche           | 49           | 47           | 5.3                  | 5.8                  | 33                        | 37                        | 16    | 5              | 3.5             | 1.5              | 0.3               | 0.1                | 0.2                 |
| Kudner            | 49           | 35           | 5.3                  | 8.6                  | 15                        | 16                        | 35    | 4.3            | 4               | 0.3              | 1                 | х                  | 1                   |
|                   |              |              |                      |                      |                           |                           |       |                |                 |                  |                   |                    |                     |

Air billings total ageory billings and calculated share of air to total ageory billings over U. S. billings ony. Asterisk (\*) indicates SPONSOR estimates for all or part of figures. † Not in top 56 in 1857. x indicates no billings.

### PARTI-DAY CASE SHIPMENTS IN GREEN BAY AREA

|               | BEFORE TV      | AFTER START OF TV |           |            |           |  |  |  |
|---------------|----------------|-------------------|-----------|------------|-----------|--|--|--|
| City          | Average I5-day | 15-31 Oct.        | 1-15 Nov. | 15-30 Nov. | 1-15 Dec. |  |  |  |
| Manitowoc     | . 0            | -10               | 0         | 0          | 30        |  |  |  |
| Oshkosh       | . 12           | 0                 | 0         | 30         | 30        |  |  |  |
| Appleton      | 114            | 335               | 590       | 135        | 100       |  |  |  |
| Gillett       | . 16           | 0                 | 160       | 30         | 35        |  |  |  |
| Green Bay     | 8              | 100               | 560       | 65         | 620       |  |  |  |
| Menominee     | 5              | 40                | 0         | 0          | 60        |  |  |  |
| Fond du Lac   | 0              | 0                 | 30        | 30         | 0         |  |  |  |
| Stevens Point | 30             | 35                | 35        | 40         | 0         |  |  |  |
| Wausau        | . 0            | 0                 | 0         | 0          | 0         |  |  |  |
| Norway        | . 27           | 0                 | 0         | 0          | 35        |  |  |  |
| Sheboygan     | 50             | 30<br>580         | 75        | 40         | 180       |  |  |  |
| Totals        | 262            | 580               | 1450      | 370        | 1090      |  |  |  |

### Parti-Day report on 2nd test month

- Healthy retail movement in Green Bay area shows up in shipments to wholesalers for 15 Nov.-15 Dec. period
- ✓ New figures reflect consumer orders, while 1st month
  of day ty test showed power to fill grocery "pipelines"

Parti-Day Toppings, supported by a "spotlight" tv test schedule of 10 daytime spots per week, are building strong consumer acceptance in the marketing area, in and around Green Bay. Wisconsin.

That's the one inescapable conclusion to be drawn from the chart of wholesale case shipments shown above.

Published here for the first time, are the sales break-downs for the all important second month of the Parti-Day test—the two periods 15-30 November and 1-15 December. Figures for the month show a total of 1,400 cases shipped to the 14 wholesalers in and around Green Bay. And these orders all represent repeat business, according to Marvin L. Bower, merchandise manager of Otto L. Kuehn, Milwakee food brokers for Parti-Day. Repeat business he emphasizes, means a new healthy movement for the toppings at the retail level.

When on 15 October, Parti-Day began its day iv schedule over WBAY-TV, Green Bay, both Richard H. Partridge, sales v.p. for Parti-Day and Robert J. Curry, account executive at D'Arcy, agreed that the first month of the test would be primarily a "pipeline" operation.

As of 15 October, Parti-Day had less than 10% distribution in the grocery chain and supermarket outlets in and around Green Bay. With the announcement of the 26-week day tv schedule, enthusiasm for Parti - Day began building among wholesale and retail outlets. By 15 November 2,030 cases of the toppings had been shipped into the Green Bay area, nearly 66%% of total cases shipped during the entire six months before the start of the day tv test.

Even more significant, Parti-Day by 15 November was in all major chains, supermarket and grocery outlets with better than 90% distribution. "Operation pipeline" was completed.

"Operation Consumer," the second phase of the test, began on 15 November. As you'll see, first indications of



consumer buying (figures from 15 November to 30 November) somewhat disappointing with only 370 cases shipped. But sales zoomed in the next 15-day period, and Parti-Day closed out its second test month with a strong 1,050 cases.

Some idea of the power of Parti-Day's Green Bay tv schedule can be gained by a comparison with Milwaukee figures. Milwaukee, a marketing area 50% greater than Green Bay, has not had the benefit of Parti-Day day tv advertising. Between 1 December and 15 December only 553 cases of Parti-Day were shipped to wholesalers in the Milwaukee area, and, says Otto L. Kuehn, at least 20% of these went into the Green Bay territory. A&P, for example, buys for Green Bay in Milwaukee.

In all fairness, however, it should be pointed out that Parti-Day's Green Bay schedule is a "spotlight" test, designed to turn up information that can be used in other areas, and not for direct comparison with current Parti-Day markets.

In Green Bay, Parti-Day's advertising pattern contains at least five factors which have not yet been put into use in other sections of the country:

1. Day tv only. In other markets Parti-Day has been testing night tv spots, as well as a combination of tv and newspaper advertising.

2. Live announcements. All announcements over WBAY-TV, Green Bay, are done live. In other areas, most Parti-Day commercials are on film.

 Local personality. In Green Bay, all Parti-Day spots are delivered by Russ Widoe, local mc. who has built up a considerable following among school, music, and other community groups.

 Full minutes. All Parti-Day announcements over WBAY-TV run a full minute in length. In other markets 20- and 10-second spots are being used.

 Child appeal. In Green Bay, Parti-Day is specifically appealing to the kid audience, both in the scheduling of announcements and in the type of announcements used.

So far, sales results in Green Bay seem to point overwhelmingly to the correctness of this type of tv advertising. But hard-and-fast conclusions must probably await the completion of the test, which has still four months to go.

### SPOT RADIO'S 51 LEADERS IN 1958

The figures shown here are from RAB's just released spot radio estimates for the calendar year 1958. Totals for each company include all brands and divisions. Figures are net and represent actual rather than gross expenditures. See next week's SPONSOR for a comprehensive analysis of why these advertisers use radio spot.

| RANK | COMPANY RAB-ESTIMATE                              | EXPENDITURES |
|------|---|--------------|
| 1.   | GENERAL MOTORS CORP                               | \$ 5,400,000 |
| 2.   | FORD MOTOR CO                                     | 5,000,000    |
| 3.   | R. J. REYNOLDS TOBACCO CO                         | 4,700,000    |
| 4.   | AMERICAN TOBACCO CO                               | 4,600,000    |
| 5.   | LIGGETT & MYERS TOBACCO CO                        | 2,700,000    |
| 6.   | TEXAS CO  | 2,600,000    |
| 7.   | CHRYSLER CORP                                     | 2,300,000    |
| 8.   | SINCLAIR OIL CORP                                 | 2,200,000    |
| 9.   | THOMAS LEEMING & CO., INC                         | 2,000,000    |
| 10.  | LEVER BROS. CO                                    | 1,900,000    |
| 10.  | STANDARD BRANDS, INC                              | 1,900,000    |
| 11.  | ANHEUSER-BUSCH, INC                               | 1,800,000    |
| 11.  | CARLING BREWING CO., INC                          | 1,800,000    |
| 12.  | BRISTOL-MYERS CO                                  | 1,700,000    |
| 12.  | FELS & CO   | 1,700,000    |
| 12.  | SHELL OIL CO                                      | 1,700,000    |
| 13.  | CONTINENTAL BAKING CO., INC                       | 1,600,000    |
| 13.  | STERLING DRUG, INC.                               | 1,600,000    |
| 14.  | B. C. REMEDY CO                                   | 1,500,000    |
| 14.  | BENEFICIAL FINANCE CO                             | 1,500,000    |
| 15.  | PLOUGH, INC                                       | 1,400,000    |
| 16.  | P. LORILLARD CO                                   | 1,200,000    |
| 16.  | STANDARD OIL CO. (New Jersey)                     | 1,200,000    |
| 17.  | ALEMITE DIV. OF STEWART-WARNER CORP               | 1,100,000    |
| 17.  | BEST FOODS, INC.                                  | 1,100,000    |
| 17.  | CITIES SERVICE CO                                 | 1,100,000    |
| 17.  | MILES LABORATORIES, INC                           | 1,100,000    |
| 17.  | NORTHWEST ORIENT AIRLINES                         | 1,100,000    |
| 18.  | AMERICAN AIRLINES, INC                            | 1,000,000    |
| 18.  | GULF OIL CORP                                     | 1,000,000    |
| 18.  | METROPOLITAN LIFE INSURANCE CO                    | 1,000,000    |
| 18.  | THE QUAKER OATS COMPANY                           | 1,000,000    |
| 19.  | TETLEY TEA CO., INC.                              | 960,000      |
| 20.  | AMERICAN HOME PRODUCTS CORP                       | 925,000      |
| 21.  | HOUSEHOLD FINANCE CORP                            | 900,000      |
| 21.  | JOSEPH SCHLITZ BREWING CO                         | 900,000      |
| 22.  | CAMPBELL SOUP CO                                  | 840,000      |
| 23.  | NATIONAL CARBON CO. (Div. of Union Carbide Corp.) | 800,000      |
| 24.  | ASSOCIATED SEPIAN PRODUCTS                        | 780,000      |
| 24.  | LIEBMANN BREWERIES, INC                           | 780,000      |
| 25.  | COLGATE-PALMOLIVE CO                              | 750,000      |
| 26.  | REVLON INC.                                       | 750,000      |
| 27.  | SUN OIL CO  | 730,000      |
| 28.  | ROBERT HALL CLOTHES, INC                          | 725,000      |
| 29.  | FALSTAFF BREWING CORP                             | 720,000      |
| 30.  | BEECH-NUT LIFE SAVERS INC                         | 715,000      |
| 31.  | SEABOARD FINANCE CO                               | 700,000      |
| 32.  | P. BALLENTINE & SONS                              | 650,000      |
| 32.  | GENERAL MILLS, INC                                | 650,000      |
| 32.  | THEO HAMM BREWING CO                              | 650,000      |
|      | TRANS WORLD AIRLINES, INC                         | 650,000      |



# THINGS I GOT FOR CHRISTMAS I COULD'VE DONE WITHOUT

Christmas, for most, is a time of good cheer. At the timebuyer level—a high one giftwise—it can present problems.

Ever since Marconi and the crystal set, hopeful stations have been using the Yule season to reach agency timebuyers through a stream of presents that have been growing more weird with the passing of years. The invention of tv hasn't helped much.

This year, in a hasty series of phone calls, SPONSOR asked timebuyers this question: What did you get for Christmas you could have done without? Here are some of the answers—

- A model of a fire hydrant from a station that "wants to get its *plug* in first.
- A Yo-yo for those "ups and down."
  - · A china head which sprouts a

scalpful of grass when watered-for "thinking off the top of."

- A thermometer from the "hottest station in the market."
- A Christmas candle made from "the whole ball of wax."
- "the whole ball of wax."

   A set of steak knives for "cutting the cost-per-1,000."
- An ash tray mounted with a mashie head to "see how close to the green we are."

Besides such pointed offerings, the timebuyer is a frequent victim of beneficient duplication. If he gets one cigarette lighter (encrusted with call letters of course), he winds up with eight others; if she gets one lipstick or compact (with the wrong shade of stick or powder naturally) she ends the Feast of Stephen with a whole vanity drawerful.

"Just one more ball-point pen," said

a timebuyer, "and I'm advising a reassessment of our market list."

Other buyers feel as strongly about oversize paper clips in the shape of clothespins, about diaries and year-books, about calendars, about paperweights, musical bottle-tops (bottles are okay, however), letter openers, memo pads, and any gift hung onto a card that begins—"For the man who has everything."

One of the saddest Christmas stories since "The Poor Little Match Girl" was the one this season of the agency mediagal, bitterly hung-over, who stumbled across her one-room upper East side apartment to answer a 7 a.m. doorbell only to be confronted by a Postal employee bearing strange gitts—a huge iron tripod and a heavy cookpot of the sort used by cannibals to roast missionaries. The gift, when assembled, is called a Patio Cooker; the mediagal is saving it for a future patio.

Among the weirder gifts reported this Noel is a turtle clock. This is a glass fish-bowl mounted on a base which contains the workings of a clock. On the water in the bowl, swims a magnetized turtle, and as the clock ticks, the turtle swims about the bowl in a clockwise direction telling time. It seems an ideal gift for the time-buyer whose agency is about to lose the account he buys for—something to distract him from his innermost thoughts.

High on the ladder of eccentric giving is the glass vial topped with a cork, gold chain and lapel fastener. The bottle is marked "Martini," holds about two and is designed for carrying around in the breast pocket of a suit. "I'd feel like a damn St. Bernard," the buyer says. "Besides, I like mine cold."

"Actually," one adman said, "I found gifts for the most part fewer in number but much more practical this year. Most of the stuff I got I'll either drink up, eat up or use and discard in short order. There'll be no storage problem." Said another buyer, "I was lucky this year. Did you know that there has recently come into the Christmas gift market a belt buckle that also serves as a can and bottle opener and screw driver—and I didn't get one."

It may be more blessed to give than receive, but when the recipient is suddenly faced with a Christmas basket full of chocolate-dipped oysters, who can blame him for saying, "Next year send money."

### How to hold onto that holiday spirit

- ▼ To maintain product image in seasonal sales dips, packer uses broad tv strategy for advertising Ferris hams
- It's based on continuous cartoon character which can share N. Y. spot schedules with non-seasonal bacon product

In case you haven't followed the supermarket ads lately, the hams so many people are eating this Christmas are priced much higher than a year ago. The same very likely will be true at Eastertime—when the next big peak in sales comes along.

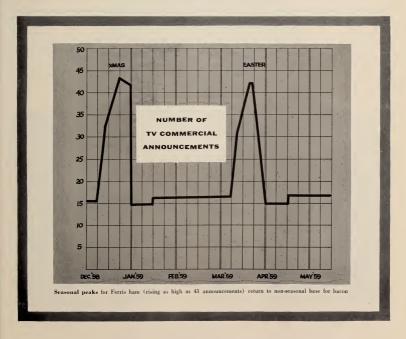
When prices rise, a premium product is at less of a disadvantage than at a time of declining prices. Nevertheless, the seasonal problem remains a big headache. To capitalize on the price rise, the ham advertiser must maintain his image economically during off seasons—which is a good part of the time.

That, in a nutshell, is what the Stahl-Meyer people (who make Ferris ham and bacon) were up against. So here's how they proposed to solve the problem for the ham part of the line:

- Create a continuous cartoon character image, using it to
- Consolidate product campaigns (ham and bacon) so that each could help the other.

Ear-marked for this was a budget which SPONSOR estimates at over \$400,-000 at rate card figures.

"We wanted to do away with the customary practice of running four or five separate campaigns a year at holiday peaks," says Ed Ricchiuto, Hicks & Greist a.e. for the meat packer whose primary distribution is in the greater New York area. "We decided to create continuity by maintaining a base



level of bacon spots between ham peaks. In order to do this, strong brand identity was needed—a continuous symbol that would hold onto the holiday feel."

But, says Hicks & Greist copy chief Art Mayer, it had to be a special symbol for selling ham.

"Our Senator Claghorn radio spots last year showed us that two things will sell ham," Mayer points out. "One is a male spokesman, the other a "hill-country" approach. Both add up to authority. So we decided to carry male-ness and hill-countryness a step farther and create an entirely new authority figure all our own—Judge Affable G. Ferris—and his community. Ferrisville,"

Continuing in this motivation-type vein. Mayer feels that "We don't believe a female personality can speak out as strongly as a male for hearty good enjoyment. What's more, we believe women prefer to satisfy a man's preference in food, and will respond to a light-touch authority figure for this reason."

Animated characters created to people Ferrisville had but one restriction: they must have a quirk, occupation, or impulse that will land them before the judge. The Ham Crook (a prototype burglar in turtle neck sweater) and the Bacon Burglar (a Runyonesque crook in dark shirt and white tie) were naturals. So was a Martian from outer space.

More significant are two characters used for "sympathetic female situations" with which women can identify and appreciate Judge Ferris' wise solution to their problems: (1) Essie Smudge, symbol of the hard-working, much maligned housewife whose husband won't get out of bed in the morning, and (2) "Homer's girl friend," whom the judge tries to bring together with her boy friend (never seen) through ham and bacon cooking hints.

The characters are involved in 60's, 20's and I.D.'s now peaking at 42-43 spots per week on WRCA-TV, New York. Ham commercials are pegged to the seasonal or traditional characteristics of a holiday, says Stahl-Meyer advertising manager Alex Hoedt, When we break from animation to a product shot in the 60's and 20's, we gear the insert to the season. July 4th and Labor Day are picnic times, so we may show cold cuts, maybe a picnic spread. Easter is a family dining occasion, usually with a formal dinner calling for glazed ham. This is what we'll show, very much the way we display it in the present spots."

"We don't dwell on these factors unduly," emphasizes Hicks & Greist account supervisor, Harry Hicks. "They will merely be an underlying consideration. We may carry them over into the animation occasionally, deciding, say, to have some character, like 'Homer's girl friend,' brought before Judge Ferris for trespassing—spreading a picnic cloth in the town square over the July 4th weekend."

Naturally, July 4th, Labor Day, Memorial Day will call for lesser peaks than Christmas and Easter.

Reception by the trade was measured early in the game. After the campaign was previewed to grocers two weeks before the 1 December kickoff, the result was over 20% greater stocking than any previous holiday, says Stahl-Meyer's Frank Guthrie.

An additional plus: a laudatory mention by Journal-American tv critic Jack O'Brian, which Stahl-Meyer salesmen made much of on their rounds. Results of the campaign buildup brought more than average placement of shelf talkers, three dimensional meat case displays, and meat-case stickers.

Proof of Stabl-Meyer's sales expectations from a consistent advertising pattern rather than "hit-or-miss promotional peaks" is pointed up by the bare budget facts: Last year, by spossom estimate, the company's entire ad budget (for both Ferris and the competitively-priced Stabl-Meyer brand frankfurters) was \$200,000. As noted above, over \$100,000 is slated for the yearround Ferrisville tv campaign alone in the 12 months ahead.



STORY BOARD CONFERENCE: (L to r) Hicks & Greist copy chief Art Mayer, a.e. Ed Ricchuito, tv/radio v.p. Ted Grunewald, Stahl-Meyer ad mgr. Alex Hoedt. Big consideration here is carrying holiday feel of ham spots over into non-seasonal bacon commercials for year-round brand identity



On the following pages sponsor lists 40 capsule case histories of outstanding 1958 radio campaigns.

They are arranged alphabetically by products, beginning with Air Conditioners and running through to Travelers Cheques. Most, as you will quickly see, represent the highly successful use of radio at the local level.

We do not pretend that these are the "top 40" radio campaigns of the year though they are certainly 40 good ones.

Nor is it possible to present here, in such limited space, the full factual details and background which sponsor usually gives in its case histories.

Radio Results, an annual sponsor feature, is in-

tended as a quick reference guide for agencies and advertisers. Our readers tell us that by thumbing through these pages, they almost invariably discover at least one interesting story from their own advertising field, as well as additional information.

The greatest value in these Radio Results lies in the documentation they provide.

Often in planning or assessing a specific radio campaign, it is not possible to predict or trace tangible sales results. This is particularly true for national or regional advertisers using many media.

sponson's Radio Result section shows clearly how and why radio works so hard, and sells so many goods, of every type in every kind of market.

### AIR CONDITIONERS

SPONSOR: Marascos Shopping Center

AGENCY: Direct

Capsule case history: Marascos Shopping Center of Des Moines, Iowa, bought five 30 second spots between 8:00 a.m. and 6:00 p.m. for three days on KIOA, Des Moines. The copy was written especially to sell Fedders one-ton model air conditioners priced at \$179.95 and \$225. It was the first time that the center had carried air conditioners in their store and had expected a slower sales build-up. The only other advertising used in the campaign was one newspaper insertion which ran two days before the radio spots. The cost for the KIOA announcements was \$75.00; the newspaper schedule cost \$180.00-more than twice the radio expenditure. When the campaign was over Marascos reported he had sold a total of 37 units, a dollar volume of better than \$6,000.00. As a result of the spectacular sale he received a free trip to Nassau (Bahamas), from Fedders. "I give full credit for this campaign to KIOA," Marascos said.

KIOA, Des Moines

PURCHASE: Announcements

### CAR DEALER

SPONSOR: Bernie Dumas Buick

AGENCY: Advertising Sales

Capsule case history: With two Buick dealers already located in the metropolitan area of New Orleans, Bernie Dumas decided to locate his agency across the river in Gretna, La. This presented a serious problem to Dumas. To induce the people to travel across the river by ferry (the only means of transportation available as the Mississippi River Bridge had not been completed) meant getting a message across to prospective buyers via the best medium available and with enough motivation to induce them to make a ferry trip, rather than merely settling for the convenience of the New Orleans side of the river. Through their advertising agency Dumas purchased a saturation package on WNOE, New Orleans, with its news and music format, to carry the radio portion of the campaign in this market. Dumas now enjoys top position in the area. The station has become a major participant in Bernie Dumas Buick agency's budget.

WNOE, New Orleans

PURCHASE: Packages

### **APPLIANCES & TV**

SPONSOR: Zimmerman Service, Inc. AGENCY: Direct

Capsule case history: Zimmerman Service, Inc., a large independent appliance and tv dealer of Elkhart, Ind., has been a steady user of radio for many years, but recently had been off the air for several months. In April, Zimmerman decided to try "operation saturation," a plan formulated by WTRC, Elkhart to buy all available times in all time periods, both announcements and programs. The promotion ran for three days, 24 April thru 26 April. The bulk of the store's business came on Saturday, the final day of the radio campaign. According to Lamar Zimmerman, store owner and manager, "We would have had a \$3,000 loss for the month of April if we hadn't used "operation saturation." "Sales for the month not only hoisted Zimmerman into the black, but exceeded last year's figures for the same month by a considerable margin." Zimmerman was so pleased that they have scheduled a similar campaign for May. If the same results occur as in April, they will re-order again.

WTRC, Elkhart

PURCHASE: Announcements & Programs

### CAR DEALER

SPONSOR: Roughton Pontiac Corp.

AGENCY: Direct

Capsule case history: In anticipation of the arrival of 1958 model Pontiacs in the increasingly competitive automotive market, R. B. Yorgy, sales manager of Roughton Pontiac Corp., Norfolk, Va., purchased a 52-week schedule on WAVY, Norfolk, 6 November, to advertise Roughton. It was Yorgy's intentions to sell Roughton Pontiac Corp. to the Tidewater area, and let the national advertising sell the new features of the car. Roughton used a minimum of 10 8-second announcements per day, seven days a week. The schedule had been on the air less than two months when WAVY was told that the dealer had experienced one of the best new model periods in his entire history and that results for the remainder of the 1958 season look even better. In fact Roughton is so pleased with the results they are contemplating purchasing 20's, 30's and minutes in addition to their already heavy schedule. "We at Roughton are well pleased with the results of our campaign," said Yorgy.

WAVY, Norfolk

### DEPARTMENT STORE

SPONSOR: J. J. Newberry Co.

AGENCY: Direct

Capsule case history: For seven months, the J. J. Newberry downtown Los Angeles department store had been using a nightly 15-minute Mexican-produced "soap opera" on KWKW, to reach the L.A. area Spanish-speaking population. To measure its effectiveness, the store decided to use all three announcements one evening to promote a two-hour sale the following day. Leader item: "white sheets." No other advertising was used to reach this audience. Store manager Joseph L. Packard reports that more than 1,500 Latin-Americans attended the sale. The promotion, which Packard rates "an outstanding success," was accomplished for a total cost of \$27. Packard notes the extreme loyalty of Latin-American audiences to a sponsor once he has gained their confidence through advertising. The advertiser also feels that the emotional impact of a soap opera show contributes substantially to the effectiveness of the commercials.

KWKW, Los Angeles

Program

### DRUG

SPONSOR: Creomulsion Company

AGENCY: Direct

Capsule case history: Southwestern Drug Corporation, one of the largest regional drug wholesalers in the southwest, is a regular purchaser of Creomulsion, a cold drug remedy manufactured by Creomulsion Company of Atlanta, Georgia. Through their recommendation the Creomulsion Company purchased an announcement campaign on KWFT, Wichita Falls, Texas. Results were by far the best they had ever received from any other media in so short a time. The buyer for Southwestern Drug, in a letter to the Atlanta firm on March 12, 1958, told the company that their sales had tripled since the campaign began on KWFT. Both companies experienced tremendous increases in Creomulsion sales. "This surpassed anything we have ever done, due to the fact that radio station KWFT has such a wide range of reception and acceptance in our area," said Emitt Davis, buyer for Southwestern Drug. "The demand is terrific."

KWFT, Wichita Falls, Texas

PURCHASE: Announcements

### DINNERWARE

SPONSOR: Draftsmen, Inc.

AGENCY: Direct

Capsule case history: Draftsmen, Inc., an engineering firm, found itself in a strange predicament: how to sell 1,800 sets of dinnerware it had accepted as payment from a client, a manufacturer of china dinnerware who was unable to meet its invoice due to the recession? They decided to try radio. Planning a one-day sale at its offices, Draftsmen, Inc., purchased a one week radio campaign on WHK, Cleveland, using d.j. Bill Gordon, plus round-the-clock NBC announcements. A total of 50 spots were used (20 on Gordon's show; 20 on NBC programs) and it was climaxed by a Bill Gordon remote broadcast from its offices on the day of the sale. Results: a continuous line of people crowding up two flights of stairs from 7:15 a.m. to 5 p.m., plus hundreds of phone calls from loyal WHK and NBC listeners ordering two and three sets each, even though they had never seen them. By closing time, they were completely sold out. Said Draftsmen's Lloyd Sahley: "Radio's know-how put us over the top."

WHK, Cleveland

Announcements

### FINANCE

SPONSOR: Security Finance Company

AGENCY: Direct

Capsule case history: The Security Finance Company of San Antonio, Texas, specializing in loans on business equipment, furniture, diamonds, etc., had difficulty in choosing a station with appeal for an adult, consuming audience which would have need of Security's services. The finance company purchased 20 announcements a week on KONO, San Antonio. Security has a technique by which it is able to key each loan application to its source-the medium which motivated the prospective borrower to choose Security's service-thus checking the effectiveness of its advertising campaign. In the past few months the number of people who have come to Security's offices to request loans as a result of the KONO announcements has been highly gratifying. "It is especially difficult to sell a service such as ours," said the manager. "But radio has done an extremely effective selling job for us." Security plans to continue its schedule on KONO because of its good results.

KONO, San Antonio

### FINANCE

SPONSOR: Talman Federal Saving & Loan Assn. AGENCY: Direct

Capsule case history: In 1957, Talman Federal Savings and Loan Assn. of Chicago began its sponsorship of WFMT's Early Morning Program, 6:30 to 9 a.m., Monday to Friday. WFMT, an fm station, devotes its schedule entirely to cultural entertainment, and the morning broadcast is a "wakeup" program of classical music, plus news, weather and time reports and a listing of the day's cultural events. Talman's v.p. and ad mgr., Jonathan Pugh, felt that the station's programing attracted an audience which "was more than ordinarily productive and which saved more." Talman used only three minutes of commercial announcements per hour, quiet-spoken 'capsule essays' which described the operations of the association. Results: the number and size of new savings accounts traceable to the program accounted for a considerable share of Talman's growth in the last year, now ninth largest in Chicago. Talman has now renewed for three years, one of the longest term contracts in radio.

WFMT-FM, Chicago

Program

### **GARDEN EQUIPMENT**

SPONSOR: Fortuna Hardware

AGENCY: Direct

Capsule case history: Fortuna Hardware, Fortuna, Calif., decided to try a special promotion to hypo sales, an outdoor lawn and garden party to demonstrate power mowers and garden tillers made by the Homko and Lawn Boy companies. The advertisers felt that the promotion could be best handled by KINS in Eureka. A saturation schedule of 40 announcements during the week prior to the party was purchased. All announcements were two-voice with fanfares, parade-type musical introductions. On the day of the event, KINS broadcast from the park 11 to 11:30 a.m., describing the demonstrations, interviewing representatives from Fortuna Hardware and the mower companies, guests, and broadcasting the band music by the eight county school bands which had been assembled. "The results of KINS advertising were an attendance of 1,000 and a sale of 20 power mowers and two tillers," said Jim Loudon of Fortuna Hardware, "making it one of our most successful promotions."

KINS, Eureka, Calif.

Announcements and program

### **FINANCE**

SPONSOR: Goldshield Plan Co.

AGENCY: Direct

Capsule case history: Goldshield Plan Co., a personal family finance management company, which specializes in aiding families who are unable to meet their monthly bills, began advertising on WPOP, Hartford, Conn., on 15 January, 1957. From the start they were reluctant to try radio. Previously the company had been using newspaper, but results proved disappointing. The first schedule Goldshield purchased 24 spots per week. As the campaign gained momentum, more and more people came to Goldshield for assistance in meeting their obligations. On two occasions the firm was forced to cancel their advertising in order to hire enough trained personnel to handle all the customers. At present, they are using 44 spots per week and have had tremendous response to their campaign. As a result, Goldshield was forced to double its staff and move to larger quarters. The company uses no other medium. The schedule includes saturation minutes throughout the week in all time periods.

WPOP, Hartford

Announcements

### HARDWARE GOODS

SPONSOR: Super Hardware

AGENCY: Direct

Capsule case history: In anticipation of the opening of their new hardware store in Nashville, Tenn., James Carter and Glenn Wiles, the owners of Super Hardware surveyed all available media to determine which one could deliver the impact needed to draw customers to the opening. After all the results were in, the partners decided on radio as the medium they could use most effectively. They purchased 50 one-minute announcements to run one week on WSIX, Nashville. This was the only campaign except for handbills distributed in local neighborhoods. When opening day rolled around it was raining. Even so, when the owners arrived at 9:00 a.m., they were elated to find well over 100 people waiting in line. Extra clerks had been put on, but they were unable to accommodate all the customers. Two weeks later they repeated the campaign, and again the response was overwhelming. Carter & Wiles have now signed a contract with WSIX for a third schedule for one year.

WSIX, Nashville

### HOUSES

SPONSOR: Wilburn K. Kerr & Sons, Inc. AGENCY: Howard Swink Adv. Agency

Capsule case history: Before Kerr & Sons had blueprinted plans for a 300-house community in Southfield, Ohio, they consulted their advertising agency, Howard Swink, Inc., concerning the medium or media which would best meet the aims of Kerr's sales strategy. After considerable study the agency recommended campaigns in three prominent Ohio newspapers and WCOL, Columbus, Ohio. Several weeks after the opening of Southfield, the construction firm tested the effectiveness of its various advertising media, by asking visitors and buyers how they heard of the community. WCOL was named more than any other medium. This is significant since Kerr's advertising expenditure on WCOL was less than what had been spent on newspapers. Well over a third of the homes have been sold, and in addition, numerous deposits have been placed on other homes. The major share sold were through WCOL broadcasting facilities.

WCOL, Columbus Announcements

### HOUSING

SPONSOR: Rand-Powell Construction AGENCY: Reed, Miller & Murphy Adv.

Capsule case history: Because of lagging sales in housing Rand-Powell Construction Company decided to try radio for their Roselle Manor sub-division. Through their agency Rand-Powell purchased 40 spots on the package plan spread evenly over one weekend on KGB, San Diego. No other media were used for this particular campaign, the cost of which was approximately \$180. The days the announcements were scheduled turned out to be windy and rainy. In spite of the inclement weather they were able to force the market. Hal Rand, part owner of the construction company, reported to Edward Miller, partner in their advertising agency, that he sold five homes which he attributes directly to the radio spots. "This has certainly opened my eyes to the effectiveness of using radio to boost housing development sales," Miller said, "It has fabulous advantages for the advertiser today who is selling high-priced lines."

KGB, San Diego PURCHASE: Announcements

### HOUSES

SPONSOR: Carder & Eden, Inc. AGENCY: Direct

Capsule case history: Carder & Eden, Inc., general builders and contractors of Albuquerque, New Mexico, contracted to build a score or more houses in the Southern Terrace Subdivision in Albuquerque. The houses were priced in the \$16,500 to \$20,000 bracket. Upon completion of the houses, Carder & Eden purchased advertising in the various local media, including a schedule of announcements on KQUE, Albuquerque. In a matter of a few days after the start of the campaign, the contracting firm had sold every house they constructed. In fact, people from neighboring towns came to the city to view and possibly purchase a home. The success of the campaign was attributed largely to KQUE. "In the future, when another opportunity arises for us to erect more houses in Albuquerque we will certainly call upon KQUE to run our advertising," stated Charles Carder, partner of the firm. "It was genuinely a successful venture."

KQUE, Albuquerque

Announcements

### **JEWELERS**

SPONSOR: Zales Jewelers

AGENCY: Direct

Capsule case history: Zales Jewelers is the largest credit jewelers in the Southwest, with 22 stores located in a sixstate area. They have been a steady user of radio for a number of years in other markets, and especially KAKC, Tulsa, Oklahoma for the past year. Zales expends a minimum of \$200 to \$350 every month. They also use newspaper, but the cost of newspaper advertising in ratio to radio runs 10 to one higher and return in proportion is far better for radio. The announcements run in the early morning and late evening time periods. Since Zales started using KAKC exclusively, they report a 50% per month volume increase, in spite of reverse business trends prevailing in the area for this particular product. "We are more than pleased with the results radio has given us for the last year and looking forward to a long and profitable association with KAKC," commented Sid Lipshy, vice president for Zales.

KAKC, Tulsa

### JEWELRY STORE

SPONSOR: Cooper Jewelry Store

AGENCY: Direct

Capsule case history: Cooper Jewelry Store, one of the largest in the Hartford area, inaugurated a campaign on WPOP, Hartford, Conn., late last fall. Lennie Katz, assistant manager of the store, bought six announcements to advertise their newly stocked RCA Victor portable tv sets. Almost immediately after the spots went on the air Cooper had sold his entire inventory. The RCA Victor distributors in the area were so pleased with the results that they bought six spots on a co-op basis with Cooper. The schedule is still running, and sales are still rising. At one point in the campaign Cooper's store had more than 30 people wanting to see the tv sets. That day Cooper sold six sets; in addition numerous expensive items as watches, rings, bracelets were also purchased. Prior to Cooper's schedule on WPOP they allocated most of their budget to newspapers. Since then they have dropped all newspaper and are using radio only.

WPOP, Hartford

PURCHASE: Announcements

### LIQUID ADHESIVE

SPONSOR: Stevenson Co.

AGENCY: Direct

Capsule case history: KMA, Omaha, received a 13-week order for one 60-second announcement per day from the Stevenson Co., New York, distributor for a liquid sealing fabric cement called Magic Thread. The cost was about \$80 per week. In two weeks, Magic Thread did over \$1,200 in business or better than \$100 a day. Charles Stevenson said: "Since Magic Thread is a mail-order item, with cash in advance, it is natural to expect a saturation point to be reached. That you have not reached it is evidenced by your sales of the past weeks." Now, nine months later, Magic Thread is still with KMA and still going strong. Stevenson, who has continually renewed KMA, reported: "During this period, we have used other advertising in the Midwest, but KMA has topped it by a wide margin. We've come to the conclusion that personalities at KMA are the major factor in selling the product." A new campaign begins this month.

KMA, Omaha, Neb.

Announcements

### LAUNDRY SERVICE

SPONSOR: U-DO-IT Laundramats, Inc.

AGENCY: Direct

Capsule case history: The U-DO-IT Laundramats, Inc., of Springfield, Ohio, opened the first of its self service 24-hour laundramats with a schedule on WIZE. The campaign consisted of 30 humorous spots over a one-week period, plus one small newspaper ad. No other advertising was used. On opening day the response was tremendous. The store was packed from early morning to late night. Immediately after the first campaign, U-DO-IT purchased 500 announcements to be run throughout a year. The announcements were scheduled to be run 10 per day, once a week, rotating the days each week. Two months after the opening of the laundry a second store was opened and met with an even better response. The U-DO-IT Laundramats have steadily gwown since their beginning a few short months ago. Several other Laundramat branches have been planned for the immediate future and, in view of results, the bulk of the advertising expenditure is now being funneled to radio.

WIZE, Springfield

PURCHASE: Announcements

### MASSAGE EQUIPMENT

SPONSOR: Niagara of Washington

AGENCY: Direct

Capsule case history: In April the Niagara company, manufacturers of massage equipment, relaxing chairs, pads and vibrators, purchased 12 announcements per week on KVI's (Seattle, Washington), new program KV-Eye-Opener heard early mornings, Monday through Fridays. The campaign ran for 11 weeks; the cost to Niagara-\$108 per week. In line with the company's marketing strategy Niagara advertised in order to furnish leads for their salesmen. The listeners were asked to send in their names and addresses to Niagara and one of the company's salesmen would contact them. At the campaign's end Harry Long, host on KV-Eve-Opener, had drawn 424 leads at the low cost of only \$2.80 per lead. "If it hadn't been for the tremendously high response to Harry's program, our cost-perlead would have been four times higher," said Herb Libin, store manager. "We never expected so many requests as were produced in such a short time. Radio has sold me too."

KVI, Seattle



You get a loyal audience when you buy the Beeline. Listeners tune in their favorite Beeline stations — and respond to the advertising messages they hear.

As a group purchase, these mountain-ringed radio stations deliver more radio homes than any other combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

### McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA Paul H. Raymer Co., National Representative



### MEN'S CLOTHING

SPONSOR: Deaton-Patterson

AGENCY: Direct

Capsule case history: Deaton-Patterson, a quality men's clothing store of Memphis, Tennessee, has plenty of competition in the Mid-South area. As just one of many retail men's stores Deaton was forced to find a medium that could deliver his commercial to customers living well outside the metropolitan area, as well as to those in the city. Deaton had tried newspaper ads but with little success, as this type of penetration falls off rapidly outside the retail trading zone. So, Deaton turned to radio. The store applies an unusually high percentage of its gross sales for its ad budget-6%-60% of which is devoted to radio. Deaton decided on WHBQ and two other radio stations as best suited to reach the outlying customers. Three months after Deaton began its radio schedule the store had its best month in 20 years of operation. Four months later it had doubled the volume of the previous year. "Radio has done a tremendous job for us in advertising," said the stores' co-owner.

WHBQ, Memphis

PURCHASE: Announcements

### MOVING SERVICE

SPONSOR: Boineau's Moving Vans

AGENCY: Direct

Capsule case history: Two years ago WMSC signed with Boineau's, Columbia, S. C., agency for Allied Van Lines, for ten 10-second announcements a week. An unusual gimmick was incorporated into the campaign: a spot was devoted to announce each moving job handled by the company. For example, "Boineau's, your Allied Van Line agent, has just moved Mr. & Mrs. John Smith to their new home on Lake Shore Drive. Call Boineau's when you move." At first only about five of every 10 spots were used for general sell. Suddenly the idea caught fire. Everybody, both private people and business firms alike, wanted their moves announced on WMSC. The agent then increased to 15 spots per week, and on occasion to 30 per week. Boineau's credits WMSC for maintaining a high rate of moves for them in periods where business had formerly been slow. WMSC is a principal part of Boineau's advertising schedule, yet their annual expenditure on WMSC is barely over \$1,000 for the market.

WMSC, Columbia, S. C.

PURCHASE: Announcements

### MUSIC STORE

SPONSOR: The Jenkens Music Co.

AGENCY: Direct

Capsule case history: The Jenkens Music Co., one of the largest retail music outlets in Tulsa (all musical instruments including pianos and organs, plus radio and tv sets, phonographs, records and sheet music), used radio in the past and was reluctant to try the medium again. However, KAKC, Tulsa, set up a schedule for Jenkens on music-andnews programs featuring local personalities with high audience popularity. In a special Magnavox promotion alone, which cost Jenkens under \$300 for time, the store sold \$12,000 worth of the instruments. In addition, this schedule brought to the store the heaviest traffic Jenkens has known in several years and resulted in more sales in all its other departments; the 15% volume increase in the record division is representative. Because of the impact of its announcements, Jenkens has now doubled its radio expenditure. "Radio now has a permanent place in our advertising budget," said B. E. Franklin, Jenkens' department mgr.

KAKC, Tulsa

PURCHASE: Announcements

### OPTICAL AIDS

SPONSOR: Maggi Enterprises Inc.

AGENCY: Direct

Capsule case history: The Maggi Enterprises of San Francisco, manufacturers of optical aids and wire shelving, have been successfully advertising on KFRC, San Francisco for approximately six months. Maggi had little success with its newspaper advertising and therefore decided to purchase announcements in the Craig Kelly Show to force distribution and increase sales in the Bay Area. The firm advertised its Maggi-C-Bar-a plastic bar lens that serves as a magnifier when placed over lines of small type-priced at \$3.95. Almost immediate response resulted from the announcements. In less than three months the company had almost complete dealer saturation in the area. Radio had done such an outstanding job that the company expanded its distribution to cover most of the major west coast cities. "Radio is the best medium to use in reaching the consuming public in a direct and effective way," said Norman Levy, president of Maggi. "It has become our basic strategy."

KFRC. San Francisco

Announcements

### SPONSOR-PERSUADER



## GELOSO STEN (POUNDS) TAPE RECORDER

Take the weight off your back and add it to your presentation. Carry your own Geloso Stenotape Recorder when you make the rounds. Stenotape Recorder

weighs less than your flopover; takes up no more desk space than a telephone. Operates right in the carrying case. STENO-TAPE Recorder is ready to roll before the client has finished admiring your ingenuity. This "conversation piece" STENOTAPE Recorder delivers a quality of reproduction you'd expect only in far heavier, far more costly tape recorders. It has two speeds, simple push-button controls, plays up to two hours per reel. Absolutely free of backlash, flutter, torn tape.

Uses standard tape. Total cost, including conference microphone, spare reel, starter tape, and cordovan finish carrying case: just \$179.95 complete. Foot-pedal and Finger-tip dictation/transcription controls available. Write Today for details. American Geloso, Dept. SP, 312 Seventh Ave., New York I, N. Y



EVERYBODY LISTENS WHEN YOU MAKE IT EASY FOR THEM (AND YOURSELF) WITH STENOTAPE BY GELOSO

### **PERFUMES**

SPONSOR: Worth Parfums Corporation

AGENCY: Direct

Capsule case history: The day after Jean Shepherd of WOR, New York, delivered two commercials on behalf of Worth Parfums Corporation, importers of fine French perfumes, 400 people went to B. Altman & Co.'s perfume counter, and the stream of people kept on until a grand total of 1,200 people were drawn to the department store as a direct result of Shepherd's two sales messages. Worth Parfums is not a large company and has a modest ad budget. The firm turned to radio because of the necessity for a limited campaign to effectively sell a quality product. "We desired an honest presentation in a manner that was appropriate for our product," explained Donald F. Landsman. "We did not want a 'spot,' a flash, or a quick, hard garble of words. Radio has been the answer to our very specialized problem." This experience on WOR has proved to Worth Parfums that a mass-appeal radio station can really sell a class product. "The response was sensational," said Landsman,

WOR, New York Announcements

### PIANOS AND ORGANS

SPONSOR: Smyth Piano Company

AGENCY: Direct

Capsule case history: The Smyth Piano Company of Des Moines, a medium-sized retailer of pianos and electric organs, used various media for the past several years, but enjoyed no notable success until it recently turned to radio. The company purchased a four-week schedule of half-minute announcements at the rate of 20 per week on KSO, Des Moines. The spots were fairly evenly distributed throughout the broadcast day-most were in daytime, some in driving time, and several during the evening and on Sunday. The total cost was only \$165 per week. The results were astounding to the Smyth Piano Company. Not long after the schedule got under way, Smyth was literally sold out. Their entire stock was purchased and Smyth had to call for more instruments. It was by far the most sensational sales period in the history of the Smyth Piano Company, "For the first time, advertising has produced recognition of the company name," commented O. B. Smyth, "I'm sold on KSO."

KSO, Des Moines

Announcements

### **POULTRY**

SPONSOR: Lancaster Farms Poultry

AGENCY: Charles Ross

Capsule case history: Chickens no longer take a back seat to gobblers when it comes to consumer advertising. Roosting very comfortably in 30-second announcemnts on KMPC. Los Angeles, since last January, the chickens of Victor Ryckebosch, Inc., (Lancaster Farms Poultry) increased their sales in supermarket chains by 150%. This was accomplished with a schedule of only fourteen 30-second announcements per week. The Charles Ross Advertising Agency, Los Angeles, points to a sales increase of 30,000 chickens a week. from 20,000 to 50,000, for a total business of \$70,000 weekly. Main copy point: "One day fresh from the farm to you. six days fresher than those bought from out of state." Other points: "Fast grown, scientifically fed chickens are plumper; check tag on the chicken to find whether fresh or frozen and whether it meets U.S. Dept. of Agriculture Standards." The campaign for Victor Ryckebosh, Inc., on KMPC will continue indefinitely; no other advertising is being used.

KMPC, Los Angeles

Announcements

### RESTAURANT

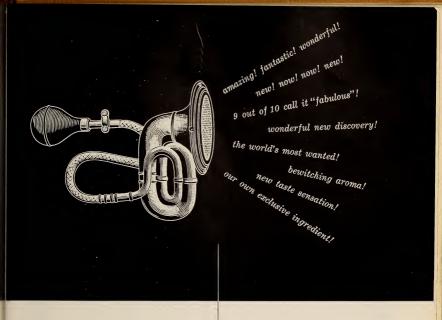
SPONSOR: Buck's Restaurant

AGENCY: Direct

Capsule case history: More than five years ago Buck's Restaurant of Asheville, N. C., purchased a five-minute segment in WWNC's Top O' The Morning, featuring Read Wilson as host. At that time Buck's was just another drivein restaurant employing 20 people. The restaurant now boasts three large dining rooms as well as enlarged drive-in facilities including tele-tray service. Up to 3,000 meals a day are served in addition to a catering service specializing in picnics and banquets. Seventy-five regular employees comprise the staff plus 15 part-time people during the summer tourist season. In the five years Buck's has been advertising on WWNC, the restaurant has quadrupled its business. Up to 75% of the drive-in's advertising budget is devoted to radio. Only a small portion goes to newspapers, and the remaining to billboards and tv. "It is obvious that radio, WWNC radio, has been a major factor in bringing the customers to Bucks," said the owner of the restaurant.

WWNC, Asheville

PURCHASE: Part Sponsorship



and how's

your message
getting through?

A woman is on the receiving end of more than 200 ad messages a day. How many she remembers and is convinced by, is another matter. That's why where you say it is at least as important as how you say it.

KNX surrounds your commercials with radio programming that commands attention and inspires belief. A recent listener attitude study by Motivation Analysis, Inc. clearly proves this. What's more, KNX Radio's spacing of commercials shows our respect for listener and advertiser, both. Indeed, that's why we have so many of both. If you're a Los Angeles advertiser it will pay you to be a KNX advertiser. Our reps can give you many a reason why.



Represented by CBS RADIO SPOT SALES

### RESTAURANT

SPONSOR: Ye Old Stage House

AGENCY: Direct

Capsule case history: Ye Olde Stage House, a restaurant in greater Cleveland, decided to use radio for the first time. having used newspapers without satisfactory results. Since the majority of its trade comes on week ends it purchased 12 announcements per week for Saturday and Sunday for a period of a month. Only station WGAR, Cleveland, was used for the test. "From the very beginning." according to Donna Jean Roth, the proprietor, "we started getting comments about our WGAR advertising. The pick-up in business was almost immediate. Saturday and Sunday drivers from as far east as Pennsylvania came all the way down the Turnpike to dine." At the end of the test month WGAR was signed for 52 weeks, at a cost of \$5,200 for the year. Business has been building ever since. The last renewal was for the third consecutive year and today the restaurant is one of the most successful in its area. With the exception of the important holidays, it has given up newspaper advertising completely.

WGAR, Cleveland

Announcements

### RESTAURANT

SPONSOR: Hoffman House

AGENCY: Direct

Capsule case history: Late evening radio has paid off in Rockford for Hoffman House Dinner Club and Hoffman House Sauces and Dressings. In a recent campaign to announce the opening of the Hoffman House Dinner Club, the restaurant purchased announcements on WROK's Johnny Brown Show, Monday through Friday, from 10:15 to midnight and again on Saturdays from 10:00 p.m. to 3:00 a.m. "On opening night, it seemed as if all Rockford had turned out for the grand opening," observed Hoffman House's advertising manager. Hoffman has continued to use this late evening schedule to promote its Dinner Club and continues to attract a full house nightly. Hoffman also uses the Johnny Brown Show, to advertise its sauces and dressings sold at the dinner club and in local supermarkets. In one instance a supermarket moved 40 cases of dressing with only five announcements. WROK is the only medium the restaurant uses. "Radio has done a tremendous job for us," said one Hoffman executive, "It really reaches our market."

WROK, Rockford

PURCHASE: Announcements

### SERVICE STATION

SPONSOR: Massey's Service Center

AGENCY: Direct

Capsule case history: Massey's Service Center in Monroe, La., had tried many diversified advertising tactics over the years. Some met with moderate success. However, none approached the overwhelming success achieved with the Disc Jockey Derby Marathon on KNOE. In February of last year Ben Parnell, co-owner and manager of Massey's Service Center, bought approximately \$700 in time on KNOE during the 10-day marathon staged by the jockeys of KNOE. The campaign resulted in the largest flow of automobiles in Massey's history-nearly \$20,000 in business. As KNOE was the only media contact with the consumer, Parnell attributed the success to the direct sales pull of KNOE. Prior to this schedule, Massey's was a hesitant buyer of radio and had devoted most of their advertising budget to print. "I hope that you will let me be one of your most enthusiastic boosters and advertisers," Parnell told the station, "I'm certainly sold on radio results."

KNOE, Monroe, La.

PURCHASE: Announcements

### SHOES AND APPAREL

SPONSOR: J. R. Thomas

AGENCY: Direct

Capsule case history: In the past, the J. R. Thomas shoe store and children's shop in Charlotte, N. C., has been a sporadic user of radio. Until recently the major portion of his advertising budget was funneled to other media. Starting 21 August he placed a consistent campaign of one announcement per day on the WSOC Drum's Late Show, heard Monday through Friday from 5:05 to 6:00 p.m. The cost was only \$28 a week. The spots were live with a copy change twice monthly. Thomas used no other media with the exception of a small newspaper schedule. The local appeal of Dewey Drum and his ability as an air salesman was a major factor in sales success. Business volume has risen 15% and is steadily increasing. Due to the outstanding sales results received, J. R. Thomas has renewed his campaign for an additional 52-week schedule. "In no other media can I get such a large and receptive audience so economically as in radio," he commented, "I give credit to WSOC salesmanship for the increase in our shoe sales."

WSOC, Charlotte, N. C.

### the beginning was

## the radio buy...

then came the

# merchandising!

A leading national advertiser with a special sales problem found Keystone the logical solution to the problem. They selected Keystone because, as they said "Our Keystone buy was like spot radio, in as much as we picked exactly the markets we wanted to pinpoint! And in addition, Keystone's STRENGTH IN MERCHAN-DISING tie-ins and in enlisting local dealer support served as a bonus to the buy." Yes, the beginning was the Radio Buy . . . and THEN CAME THE PLUS MERCHANDISING!

"Money alone couldn't buy what we got in this campaign, the advertiser said-and as for results, we've seen definite evidence of a sales turn," he concluded.

Keystone's 1046 stations reach a spectacular 86% of the rich rural market!

Send for our new station list NEW YORK 527 Madison Ave. ELdorado 5-3720

CHICAGO 111 W. Washington STate 2-8900

LOS ANGELES 3142 Wilshire Blvd. DUnkirk 3-2910

SAN FRANCISCO

. TAKE YOUR CHOICE. A handful of stations or the network . . . a minute or a full hour - it's

MORE FOR YOUR DOLLAR. No premium cost for individualized programming. Network coverage for less than some "snot" rosts.

. ONE ORDER DOES THE JOB. All bookkeeping and details are done by Keystone, yet the best



### SOFT DRINKS

SPONSOR: Willow Springs Bottling Co. AGENCY: Direct

Capsule case history: A few months ago Al Riedman, manager of the Willow Springs Bottling Co. bought a small schedule on KIOA, Des Moines. The campaign consisted of a one-minute spot Mondays through Fridays and full sponsorship of a Sunday disk jockey show to push Hires Root Beer for Willow Springs, the regional distributor. Other advertising was at a minimum. The results exceeded Riedman's greatest expectations. The staff of KIOA planned the entire campaign to gain maximum impact within Willow's limited budget. Riedman reported sales to be the highest in the firm's history, and they're continuing to rise at a faster pace than ever before. Prior to this schedule Willow Springs had had little dealings with the radio medium. Riedman is so pleased at the results of this campaign he plans to continue using radio with an increased budget. "The medium returns many-fold every dollar invested in it." he says. "It certainly does the selling job for us."

KIOA, Des Moines, Iowa

PURCHASE: Program and Announcements

### SPECIAL PROMOTIONS

SPONSOR: Sears Roebuck & Co.

AGENCY: Direct

Capsule case history: The Sears Roebuck & Co. of Scranton, Pa. had not included radio in its advertising budget for over 10 years, until it purchased a schedule on WGBI, Scranton-Wilkes Barre. When the store planned to stay open for a special sale on one particular Monday evening, which it ordinarily does not do, the Sears specials were advertised only on radio. Time was available from 6:00 p.m. to 9:00 p.m. on Monday night. Sears scheduled 10 one-minute announcements a day, two days prior to the sale and up to 6:00 p.m. of the sale night. Approximately one hour after the store opened, Sears had a full house. Virtually every item advertised on WGBI was sold out two hours before closing time. Other items not advertised also received a heavy play. "The campaign was a complete success," said Julius Hirt, manager of the store. "It was far beyond our expectations." Following the promotion, Sears signed up for an additional campaign of 1,000 yearly spots.

WGBI, Scranton-Wilkes Barre

PURCHASE: Announcements

### SPECIAL PROMOTIONS

SPONSOR: Sears, Roebuck & Co.

AGENCY: Direct

Capsule case history: In January, Sears, Roebuck, leading department store in Harlingen, Texas, decided to set up a small campaign on KGBT to test the medium's selling power. Through their advertising department they purchased 5 oneminute announcements on one day, to advertise ladies' hose and trash cans. The spots ran between 7:15 a.m. and 1:00 p.m. The cost to Sears was approximately \$45. No special price was offered, nor was the merchandise on display. Sears used no other medium for this short flight. Less than three hours after the announcements were broadcast, the two departments were buzzing with activity. By 4:00 p.m., more than 250 pairs of ladies' nylon hose and 39 trash cans had been sold, not to mention the store traffic the advertising created. "We never suspected such tremendous results in so short a time," said Sears' advertising manager. "It was beyond our expectations." As a result of the effectiveness of KGBT, Sears has purchased a large spot schedule.

KGBT, Harlingen

PURCHASE: Announcements

### SUPERMARKETS

SPONSOR: Shop-Rite, Inc. AGENCY: Robert Stevens Advtg.

Capsule case history: Shop-Rite, Inc., operators of Piggly-Wiggly Stores in Albuquerque, N. M., purchased 150 announcements and broadcast a "Fiesta" remote from one of its markets for a total cost of \$625 on Spanish-language station KABQ. Objectives: to create new traffic and test KABO's ability to attract its Latin-American audience to the affair without newspaper support. The announcements were started 10 days ahead of "Fiesta" and drew 4,000 to the store on the day of the event. The remote ran from 1 p.m. to 8 p.m., featured station personalities and other entertainment. Employees, wearing sombreros in the serape-andchili-pod decorated store, dispensed grocery samples, free ice cream and soda. Result: Store sales increased 50% over its best day since its opening. Convinced of the station's ability to pull the large Spanish population of Bernalillo County, ad manager Alex Martinez and the agency placed a regular schedule of 40 spots per week at a cost of \$100.

KABQ, Albuquerque

Announcements and special program

### custom tailored representation...



### SUPERMARKET

SPONSOR: Big Y Market

AGENCY: Direct

Capsule case history: The Big Y Market, a supermarket in Eugene. Ore., has become one of the leading stores in the community since it began sponsorship of The Big Wheel From The Big Y program on KORE, Monday through Friday, 3 to 3:30 p.m., and on Saturdays, 9:30 to 10 a.m. The show is a direct remote from the supermarket with several gimmick features. A large wheel with 24 numbers is mounted on the wall beside KORE's remote console. Twice during the program, a question is asked about the price of some special value in the store. The winner is the first person to call in with the answer and the wheel is spun to determine what the person wins, ranging from potato chips to more expensive market merchandise. In addition, there is a jackpot and other contest gimmicks which build in value from day to day. The Big Y management attributes its growth to this program, which brings in a large number of buying spectators every day from its own community and others.

KORE, Eugene, Ore.

Program

### TRAVEL BUREAU

SPONSOR: George Cowton Travel Bureau

AGENCY: Direct

Capsule case history: The George Cowton Travel Bureau. Grand Island, Neb., has been using radio for the past year. and the results have proved frankly amazing to George Cowton, the firm's president. Although other media were used, Cowton credits 90% of his sales leads to his schedule on KMMJ, Grand Island. Cowton uses radio to bring before the public the travel bureau's services in facilitating travel all over the world-services with which midwestern audiences are largely unfamiliar. In this sense, Cowton uses radio as a missionary medium. The KMMJ campaign has produced a number of interesting results in which people living a considerable distance from the station have been moved to instant action. For example, a listener in Norton, Kansas, more than 100 miles away, was in Cowton's offices the same day he heard the announcements and forthwith purchased a round trip to Switzerland. "Radio is the most effective advertising medium," stated pres. George Cowton.

KMMJ, Grand Island, Neb.

Announcemen

### TRANSPORTATION

SPONSOR: Trans-Canada Airlines (TCA)

AGENCY: Direct

Capsule case history: Every year WGAR promotes the Canadian National Exhibition and on the opening day does a remote broadcast from the exhibition in Toronto, giving listeners a description of the parade. TCA bought a few spots each year to tie-in with the promotion, but wondered as to its effectiveness. This year, they decided a good way to determine its value would be to send a special flight to Toronto and to have Tom Armstrong plug it on his WGAR morning show, 5:30 to 9 a.m. Since the cost of the one-day round-trip ticket and the seats to the grandstand show totaled \$40.95, TCA doubted that there would be much response. On 31 July, Armstrong made one announcement and within a few hours TCA asked that no future announcements be made-they had completely sold out the 30-seat flight. Ramsay McGregor of TCA in Cleveland said: "We have a new respect for radio and especially WGAR. This fast sell-out of a luxury trip proved the pulling power of radio."

WGAR, Cleveland

Announcements

### TRAVELERS CHEQUES

SPONSOR: The American Express Co.

AGENCY: Direct

Capsule case history: The American Express Co., looking for new avenues in which to promote its current million dollar plus ad campaign for Travelers Cheques, sent vice president James Henderson scouting. During a tour of Central and South America, Henderson noted with interest the response there to a program called The American Business Bulletin, short-waved to Latin America by WRUL in New York, and sponsored by Merrill Lynch, Pierce, Fenner & Smith. Henderson, certain that WRUL was right up the American Express alley, convinced the company to buy a 13-week schedule on the program. Cost was \$1,050. Result: letters poured in from all over Central and South America, and sales were many times the cost of the schedule. American Express, satisfied that the campaign paid off, renewed for another 13 weeks of spots. This time, the jump in sales thoroughly convinced the advertiser of its value in the foreign market and a 52-week schedule was contracted for.

WRUL, New York

Announcements

### as basic as the alphabet

### WWW

### **EGYPTIAN**

The broad waters of the Nile were the life-blood of the ancient Egyptian economy. So, the word-sign for water is one of the most common in the relics of early writing. Its form destined it to become our letter M.

### { W

### PHOENICIAN

The sea-waves of the Mediterranean had an irresistible lure for the roving Phoenicians. Here is their version of the Egyptian sign which they called mem (waters).



### GREEK

On the storied shores of the Aegean Sea, the Greeks borrowed the fluid lines of the Phoenician letter and gradually changed it to mu.



### ROMAN

The Greek-inspired writing of the Etruscans was absorbed by the Romans. In the process, mu became M to the Caesars and, later, to the entire western civilized world.

Historical data by Dr. Donald J. Lloyd, Wayne State University



### Major target for Michigan sales and profits.

Seventy per cent of Michigan's population commanding 75 per cent of the state's buying power lives within WWJ's day-time primary coverage area.



Move into 1959 with WWJ, Michigan's highgear radio station. The sound, service, and standing of this broadcast leader give you exceptional penetration and impact where most Michigan dollars are earned and spent.

Melody Parade personalities Hugh Roberts, Faye Elizabeth, Dick French, Bob Maxwell, and Jim DeLand—the exclusive WWJ "radio-vision" studios at Northland and Eastland Shopping Centers—are made to order for New Year campaigns. Buy WWJ—it's the basic thing to do!

### WWJ RADIO

Detroit's Basic Radio Station

Owned and operated by The Detroit News

NBC Affiliate
National Representatives: Peters, Griffin, Woodward, Inc.



#### YEAR-END REPORT

(Cont'd from page 26)

The most striking fact about the air spending of the top 50 is the fabulous jump made by J. Walter Thompson. spoxson estimates that J. Walter, now the leading air agency, spent 380 million more on air media in 1958 than in 1957. This leap is made even more striking by the fact that both McCann-Erickson and Y&R spent less this year than last.

Despite J. Walters' heavy air investments, it is not the top spot spender. Ted Bates, long a believer in the medium, laid out the considerable sum of \$42.4 million in spot tv, while both McCann-Erickson and BBDO shaded the leader in spot radio.

The considerable faith the top agencies share in tv is dramatized by the fact that while total tv spending is slightly more than twice total radio spending, the top 50 spend seven times more on tv than on radio.

Mergers took the news spotlight in the agency field. This was the continuation of a trend which started snowballing in 1957. Prime reasons for the blendings were (1) efforts to increase agency size so as to be able to provide adequate marketing services and swing more weight in video, (2) efforts among aging principals to assure continuation of their agencies and protection of their estates, and (3) efforts to build more rounded teams of ad experts.

Capping the year were three major ad agency combinations: Geyer with Morey, Humm & Warwick; Gardner with Paris & Peart; Kaster, Farrell, Chesley & Clifford with Atherton and Currier.

Among the major agencies absorbing other commission houses were Lennen & Newell, Grant and Compton. Next year is expected to see further mergers as rumors continue to pop up concerning negotiations.

### ADVERTISERS

Shifting of accounts peppered the news during 1958. The first half of the year probably set a record for turnover of major clients. About \$100 million was involved with most of the accounts heavily in air media—an indication of the importance tv plays in marketing plans.

The account shift of the year, of course, was the move of Buick to McCann-Erickson from Kudner—a \$24 million plum—and the resulting exit of Chrysler to Leo Burnett and Y&R with the latter two corraling \$16 million.

Other major shifts: D'Arey hung Studebaker, Colgate and Nehi on its belt; Frigidaire went to D-F-S; Sun Oil went to Esty; a reshuffling of the Ford cars resulted in K&E handling Edsel and Mercury with FC&B handling Lincoln and Continental; the latter two agencies also landed Pabst (K&E) and Equitable Life (FC&B). (For a complete rundown of major account shifts, see Sponsor-Scope this issue and the issue of 5 July 1958.)

### SPOT TV

1958 was half gone when the biggest newsbreak came, and it was probably this which helped send national spot to on to an almost \$400 million year. (TbB's estimate for time, talent and production for national spot in 1958 is \$398 million against \$362 million in 1957; for local spot it estimates \$276 million in '58 against last year's \$268 million.

The newsbreak, which came in June, was that the Kellogg Co., through Leo Burnett agency, would allocate between \$7 and \$8 million in spot tv during the 1958-59 season. The decision came smack in the middle of a pitched battle between ABC TV and NBC TV for the Kellogg business. Even after the decision was announced, ABC TV made a last-ditch stand, offering such goodies as a 30-day cancellation clause on any station, a 13-week cancellation clause on the entire network, plus additional discounts. But the plum went to spot.

Behind the action was a determined group of Chicago station reps known as the Chicago Spot Development Council comprising men from Blair Tv and Television Associates, PCW, Katz and Weed TV, dedicated to the fight to bring more major national advertisers into spot. The Kellogg buy involved about 170 markets, included five half-hour film shows.

Not that national spot tv had been faring badly up until the Kellogg windfall. In a year when total U. S. advertising was heading down about 2%, spot tv still was pushing ahead at a fairly good rate.

But as 1958 set in with a full-fledged recession under way, there was considerable trepidation among the sellers of tv. For one thing, theirs was considered an expensive medium. That it had impact was conceded, but the question was: Would advertisers be willing to pay for impact to reach an audience that might be tightening its pursestrings? Another thing that gave reps and tv station managers something to think about was whether it would be possible in a lean year to go on and top the steady, heady climb that tv had begun in 1949. Spot tv had also inherited some problems from 1957 such as barter deals (this problem diminished in 1958) and a tendency on the part of clients to shorter term flights.

January added to the problems when P&G traveled a crew across the country monitoring tv stations, threatened reviews of contracts. Two months later, the boom was lowered again. B&B (which had invested \$17 million in spot tv the year before) blasted the practice of triple-spotting. Compton, for P&G, and Esty, for Reynolds, were quick to follow suit. The impending penalties on broadcasters who triplespotted was non-payment. If they couldn't triple-spot, many station men felt they would be forced to raise rates and this year didn't seem quite the time for that.

In February, spot tv business slumped. Westinghouse's Don McGannon lashed out at the "sowers of gloom" who call spot tv "soft." In March, TvB's Norman Cash announced spot tv running ahead in first quarter of the same 1957 period, predicted that more new accounts could be counted on.

April and May saw some of these accounts come in: Sun Oil, Lava Soap, Wheaties, Good Season Salad Dressing, Hudnut Fizzies, Cocoa-Marsh (the latter was to become one of the dramatic ty success stories of the year).

Then came the Kellogg bonanza closely followed by a whopping \$1 million order from Bryan Houston for Maypo. To dull the edge of the good news, however, came bad. In August, Burnett-the same agency which had handed spot Kellogg-canceled Camay. Pace and Jif Peanut Butter in favor of net tv (Camay and Jif were to come back to spot a month later). Meanwhile, triple-spotting was haunting the medium again. B&B, in April, had taken punitive measures against Denver stations for triple-spots by cancelling all announcements; P&G issued orders to the same city's outlets to "cut it out or else-" Two months later, the ANA blasted the practice and Miles Labs issued an ultimatum against it. None of this slowed down the spot tv bandwagon, however.

TvB reported the biggest third quarter ever—about 21.6% ahead of the same quarter in '57. September found avails for ID's and daytime minutes getting scarce. Stations and reps were selling harder. Money came mostly from print and net tv. Advertisers were buying spot tv for pin-point market concentration, flexibility, product testing and retailer enthusiasm. In fact, much of spot's growth is attributed to local dealers having more to say in national marketing plans.

#### **NETWORK TV**

Network tv hurdled the recession in healthy fashion.

The one big change that emerged from the recession for network tv was greater flexibility; in other words, it became easier for advertisers to participate in the medium. Instead of network tv molding the advertisers to the rigid requirements of networks, the networks patterned their methods and selling and other policies to the latest needs of the advertisers.

Included among the things that moved the networks more and more in that direction were: (1) changes in daytime policies and ABC TV's advance as a definite daytime competition, which altogether spelled a big upsurge in daytime tv; (2) short-term commitments; (3) easing-up of product protection and (4) the ability of advertisers to spread their risks more and more, even to the extent of being able to buy minute participations at night.

Here's a rundown of the major developments in network tv in 1958:

• \$700 million in total advertiser expenditures (including time, talent and commissions) topped 1957's \$660 million more than the \$30 million increase of '57 over '56. Gross time billings in the main reflected added rate card costs. According to TvB, gross night-time billings for the first nine months showed a 12.2% increase over '57, day-time billings in the period were \$408,150,593—a 10.6% increase over 1957's \$369,192,799.

 Advertisers footing the bills for network shows were taking a sharp look at rising costs as program categories shifted in popularity. The halfhour drama format, they noted, was costing them an average of 25% more.

(Please turn to page 57)

## BIG

things are happening in

## **TWIN CITIES**

TELEVISION

mostly on

## WTCN-TV

Your Katz man has new (December 1-7) and exciting (to 25.2) Trendex and ARB coincidental ratings for "MOVIE SPECTACULAR"—the WTCN-TV late show.

He is anxious for you to see them — call him today.



ABC TELEVISION FOR MINNEAPOLIS, ST. PAUL



# FILM-SCOPE

27 DECEMBER 1958

Copyright 1958

SPONSOR

PUBLICATIONS INC.

There's a lot more confidence being shown by regional advertisers in renewing their shows early at the close of this year compared to the uncertainty that characterized the film market at the close of 1957.

Conoco's third year renewal of Whirlybirds and Standard-Chevron's second year buy of Sea Hunt are setting a brisk pace—while Ballantine's expanded buying of both Highway Patrol and Bold Venture for the same markets also provided extra encouragement to film buyers in the fourth quarter.

Although their net profit is not directly related to gross volume, some of the syndicators showed smashing advances in business in 1958 over last year.

CNP, for example, reported an 80% increase in gross business over 1957 to reach an estimated \$7 million volume in domestic business alone, with four new programs and six or more off-network series.

And typical of syndication's optimism for 1959 is CNP's hope of doubling its present annual gross next year.

However, the meatiest part of a syndicator's profit picture—network sales and mammouth regional deals—were not tapped heavily by CNP in 1958, although its six off-network programs, with distribution profits but no investment tie-ups, likely represented a large helping of gravy.

•

The release of the 7:00-7:30 p.m. time period by ABC TV to its stations this season has made good syndication time periods available in some markets where they were hard to get previously.

In New York, for example, where the ABC flagship switched from network to syndication, it raised its average rating Monday through Friday from 0.8 to 6.1, according to a comparison of ABB reports for November 1957 and 1958.

This ratings increase corresponded almost exactly to the ratings loss of the NBC flagship, which tended to go from a first run syndication to a rerun policy, slumping from an average 14.9 to 9.3 in the same ARB reports.

Note in the chart below how one station gained audience by switching from network to syndication, and how the other station lost audience by going from first-runs to re-runs:

|            |                                    | NOVEMBER 1958 ARB                     |               | NOVEMBER 1957 ARB                     |                 |
|------------|------------------------------------|---------------------------------------|---------------|---------------------------------------|-----------------|
| Monday:    | WABC-TV<br>WRCA-TV                 | West Point*<br>Highway Patrol         | 6.0<br>13.5   | Sports & John Dal<br>Highway Patrol   | y** 0.7<br>19.1 |
| Tuesday:   | WABC-TV<br>WRCA-TV                 | Union Pacific<br>If You Had a Million | 7.0<br>n* 9.3 | Sports & John Dal<br>Honeymooners*    | y** 0.5<br>18.1 |
| Wednesday: | WABC-TV<br>WRCA-TV                 | Harbor Command*<br>Death Valley Days  | 5.7<br>10.0   | Sports & John Dal<br>Death Valley Day |                 |
| Thursday:  | WABC-TV<br>WRCA-TV                 | Tugboat Annie<br>Drama re-runs*       | 5.7<br>6.2    | Sports & John Dal<br>Boots & Saddles  | y** 0.7<br>8.7  |
| Friday:    | WABC-TV<br>WRCA-TV<br>(* re-run; * | Men of Annapolis* People's Choice*    | 6.0<br>7.5    | Sports & John Dal<br>Silent Service   | y** 1.1<br>12.3 |
|            | ( re-run;                          | Herwork)                              |               |                                       |                 |

Footnote: With a few exceptions, programing and ratings on the other five stations in New York tended to be about the same this year as last year in the periods studied. Among these exceptions was WNTA-TV's rating improvements in switching from feature films to syndicated shows such as Crossroads and Danger is My Business.



A realistic estimate of 20-25% as the eventual share of international income in the U. S. tv film business was given by Bill Fineshriber of Screen Gems last week on returning from his world sales tour.

Fineshriber made the following significant observations:

- The action-adventure show is the one program formula with the best sales chances abroad, on every continent, in fact.
- The Australian stations, rapidly growing and an important market for tv film, are now devoting 60% of their total air time to U. S. film.
- One of the problems blocking U. S. sales flexibility abroad is the fact that domestic spousors have first refusal rights in other countries—delaying negotiations with other advertisers.
- On the other hand, some U. S. advertisers have simplified tv buying by taking the same show in various countries. For example, Ford Theater in Brazil, Alcoa-Goodyear Theater in the Philippines, and Kellogg's Huckleberry Hound in Canada.

Illustrative of the wealth of new syndication programing that became available in 1958 is the fact that Ziv by itself delivered six new series.

It also happened that one of the Ziv programs, Sea Hunt, went through two production cycles of 39 cycles each—giving Ziv the equivalent in film product of seven shows for the year.

The gulf of impersonality that usually separates the film salesman from the producer is being bridged with production site sales meetings for Stakeout by Screen Gems.

The salesmen get first-hand knowledge of filming and of star Walter Matthau, which should be converted into extra interest and enthusiasm in selling the show.

COMMERCIALS: The problem of how to let grocery chain store buyers know what's being promoted on daytime tv (when they're not able to watch) is being met by a new sales tool known as the tv tear sheet.

This new device was provided in one case by U. S. Broadcast Checking for Universal Spray Can's new Speed Shine, at the request of their agency, Rose-Martin.

These tv tear sheets take frames and copy off the air in New York, match them up in storyboard fashion and indicate where and when the commercial was used.

Then the product brokers leave them in the hands of the chain store buyers.

The centralization of commercials production into the hands of fewer and fewer companies is expected to be one of the side results of tv tape.

Only the largest producers will be able to invest in the costly tape facilities, and it's thought that the smaller shops may be left to do film jobs like animation which tape cannot perform.

Commercials people on the move: Lee Davis joins the New York office of Dancer-Fitzgerald-Sample as a ty commercial producer. . . Earl Klein, president of Animation, Inc., general manager of Chris Peterson, Jr. and their 20-man staff moving to new \$100,000 facilities at 736 North Seward Street in Hollywood . . Comedian Cliff Arquette did a set of humorous tv spots for Arcade-Sunshine, Washington, D. C. rug cleaning firm, through M. Belmont Ver Standig agency . . . Martin Ransoltoff, president of Filmways, Inc., reported purchase of three image orthicon cameras with videotape equipment to achieve commercials quality equal to network program standards.



# **WASHINGTON WEEK**

27 DECEMBER 1958
Outpyright 1958
SPONSOR
PUBLICATIONS INC.

There's little doubt—when you look backward—1958 was a bitter pill for the broadcasting industry on the Washington front and for the FCC a positive disaster.

Few were the milestones and historic precedents but there were plenty surprises and quakes whose actual results will be felt for years to come.

The big shocker, of course, were the findings that stemmed from the Harris House Legislative subcommittee hearings. These hearings may continue, but they probably have shot their wad.

To reprise, the topper among the quakes was the forced resignation of FCC commissioner Richard A. Mack in connection with Channel 10, Miami, and the subsequent recommendation of a special examiner that the license for that station held by National Airlines be cancelled.

Other tv station licenses have been re-opened and there's a good prospect that the same thing will happen to many other more or less important stations.

The chances of much more about the broadcasting industry out of the subcommittee are doubtful. Rep. Oren Harris abhors a collective yawn by the press. Odds favor his turning to other Government agencies in 1959.

•

Rep. John A. Blatnik (D., Minn.), at the head of a House Government Operations subcommittee last year got his feet wet going after the FTC for allegedly not cracking down hard enough on tv commercials. He attracted almost no attention.

It is believed that he will widen his probes in 1959, and will cause more commotion in view of the larger Democratic membership.

.

Meanwhile, the FTC—looking both backward and forward—enlarges its efforts against allegedly false and misleading radio/tv commercials.

Looking backward, the Commission did practically nothing in this field for almost the whole year. Radio/tv chief Scott quit and was not replaced. Finally, almost at year's end, the FTC did appoint a new topper and gave its entire professional staff the job of monitoring radio/tv, whenever they watch or listen. FTC personnel, the theory goes, are never off duty.

Whether or not in an effort to beat Blatnik to the punch, or any other investigating group, this looks like a much bigger thing in 1959.

Must-buy appears set to be conceded by the networks.

The FCC prepares to okay option time, with perhaps a cut of a half-hour or an hour in the permissible amount which can be required of an affiliate in any segment of the broadcast day.

However, the Justice Department could possibly be handed a veto power by the Supreme Court on option time and a wide variety of other practices.

(Look for more on this theme in 3 January WASHINGTON WEEK.)

-

As the year was drawing to a close there was renewed interest, if only to a minor extent, in uhf and, to a major degree, in extracting more vhf space from the military.

The Tv Allocations Study Organization's report on uhf could revive interest in such things as deintermixture or switching whole areas to uhf, if it is flattering to uhf. For this, as many other things, 1959 may be a crucial year.



27 DECEMBER 1958
Copyright 1958
SPONSOR
PUBLICATIONS INC.

### SPONSOR HEARS

You can detect the past affiliation of the writers of some of the more recent westerns by the difference in the dialogue.

Much of it has the clipped, stuccato ring of the hard-boiled whodunit school.

-

There's one top-ranking Madison Avenue agency that's a pushover for practically any new rating innovation that comes along.

The agency figures an occasion could arise when something from the new rating gimmick may prove useful in supporting its position with a client.

-

Don't be disturbed by that myth about people leaving their tv sets while the commercials are on.

Studies by JWT and B&B indicate that at the most such absence or in attention doesn't exceed 15%.

Believe or not, but there's a media director in Chicago who forbids his time-buyers to participate in an outside exchange of ideas.

His stated reason: Other agencies may respond too warmly to a bright fellow and wean him away from his present job.

What with all the company mergers and acquisitions going on, there's a certain type of agency that can look to the future with a reasonable sense of security.

That's the one with accounts that are blessed with heavy capital reserves—sufficient to cover expansion and diversification.

. .

Jack-of-all-trades note:

A small N. Y. agency this week picked itself up a food-store account by helping organize a group that would refinance the company.

(As is typical in such cases, the losing agency had been handling the account for a couple years at less than break-even.)

P&G's latest target for diversification may be Sunshine Biscuits (Loose-Wiles).

This company would be particularly valuable to P&G because it has a system of truck distribution which services the retailer weekly.

The Cincinnati monarch already is in the food field with peanut butter and a cake mix (Duncan Hines).

Marketing experts are inclined to take the report that American Tobacco is contemplating withdrawing the Hit Parade brand from the market with a grain of salt.

They point out that under today's manufacturing and marketing structure a brand within a giant organization doesn't have to be highly profitable to be useful.

It's often regarded as so much marginal volume, costing little extra for production and sales and sustained advertising volume. In other words, not much is saved by junking a faltering brand. Meanwhile, its existence may have the effect of keeping that much business away from a competitor.

#### YEAR-END REPORT

(Cont'd from page 51)

The hour dramas were up about 28%. Westerns and situation comedies were still riding high in the half-hour field. though the latter was down to 15 shows from last year's 18-with the average cost upped from \$33,000 to \$41,400, Biggest mortality was among quiz shows, both because of age and charges of alleged "fixing," and the half hour music-variety show. The latter, however, was replaced by the half-hour comedy-variety format combining many of the music-variety elements at a total cost about the same as last year. Almost entirely obliterated, too, were the hour-long dramas. Down to three from last year's seven (with two on an alternate-week basis), their costs averaged \$63,000 as against last year's \$49,000. Last year, 10 half-hour adventures were scheduled, averaging \$31,000; this year, it was nine and \$35,000 respectively, along with seven half-hour mysteries at an average cost of \$36,000.

· The networks, however, were coming forth with sound plans to offset these rising costs. Out of the booming daytime tv picture (75-85% sold out, representing a 25% rise in the number of segments sold), grew ABC TV's Operation Daybreak. The idea was born when Y&R told the network they could deliver 40 or 50 clients with heavy product conflicts looking for daytime periods. ABC opened up the 11 a.m. to 3:30 p.m. time for sponsored network programing, offering protected spot rotation in segments at a 50% reduction from regular daytime rates for "Charter" clients. This opened up time for many advertisers who could not get on the other networks due to product protection policies. While daytime protection remained a headache, NBC eased its nighttime protection policy by reducing the separation between competing products from a minimum of 30 to a minimum of 15 minutes. Another advertiser need-short-term nighttime minute participations on the networks

—became a reality later in the year. Minute availabilities in network shows for short-term and 13-week campaigns brought mixed reactions from some stations which felt that networks were invading the local spot domain.

 Greater operational flexibility was provided by the full-scale use of videotape for ironing out summer schedules. Elaborate time delays were made pos-

sible by the instantaneous playback of videotape. The kinks were taken out of the operation during summer daylight saving scheduling, and many advertisers (notably on ABC TV) worked out tape schedules for their programs which gave them scheduling advantages in all sections of the country. Still troublesome, however, was the scheduling of taped commercials. Buick's attempt to place commercials taped at NBC for Roberta into its Buick Action Theater on ABC were blocked, not by operational, but by union jurisdictional snarls. Solution to these problems did not seem near at hand at year's end, as areas of disagreement between SAG and AFTRA as well as IBEW, NABET and IATSE widened. Even so, the purchase of videotape equipment continued, and 1959 appeared the big year for unraveling the videotape problem.

#### SPOT RADIO

Perhaps the most startling thing about spot radio in 1958 was that it finished the year a little on the "soft" side—about 4% down in volume from 1957. For this, however, the medium needs no apologia; a lot of good things came to pass. It increased its stature as a creative medium, it took some steps in setting its house in order, it learned a thing or two about selling it-self. There are many who feel that 1958 will be remembered as the year spot radio "caught its breath."

Certainly no one expected spot radio to rack up anywhere near the gain it had in its boom year of 1957 when billings soared to an SRA-estimated \$184 million. As with just about every other U. S. business, radio was unsettled by the recession. There were some who felt that radio might snatch some light out of the recession's shadows; that it could sell economy and flexibility to advertisers who might be readjusting ad budgets downward. As things worked out, however, budgets were not slashed. Although radio was able to raid print media of considerable business, it did not make any noticeable inroads into spot tv or net tv; the latter media, also unnerved by the slack economy, sold more aggressively than ever.

Just about the most heartening news for spot radio comes as the year ends. On 22 December, spot radio dollar figures on the spending of leading advertisers were issued by RAB for the first time, forging one of the most vital links in the chain of data needed to buy spot radio effectively.

The biggest blow-perhaps a psychological one-that befell radio came early in the year when Lever's Pepsodent (FC&B), which had spearheaded the comeback of the medium and had been using more than 125 markets with four to five spots daily on a 52-week basis, suddenly pulled out. A deluge of cigarette campaigns that started almost simultaneously still failed to take the sting out of the Pepsodent blow. The year's first quarter ended with about a 4% gain over that period in '57. Summer brought a good volume of seasonal advertisers into spot radio -among the most memorable was the Texaco Summer Touring Campaign (C&W) which broke the nighttime bugaboo; the campaign was a fiveweek saturation flight in about 100 markets and ran only nights and on weekends.

Fall saw a nice influx of advertisers; among them: Rival Dog Food, S&H Green Stamps, Pertussin, Dodge, Ford and Pall Mall. But a trend that had developed in 1957—that of shorter flights—kept stations and reps a little off balance. And this trend continued through the year. It was also in the fall that radio ran into tougher and tougher competitive selling by spot and net ty.

Progress was made on many fronts throughout the year, however. The creativity of radio commercials increased. There was a general strengthening of programing; reps did more and more work in helping stations plan entertainment.

On the selling side, progress came in local vs. national rates, started when the Storz Stations, in May, set down a list of ground rules on qualifications for local rates. In September, SRA set, up a committee to tackle not only local rate problems, but also other practices such as triple spotting and competitive tapes in selling stations.

Radio heads into 1959 with two encouraging promises; (1) RAB intends to sell harder than ever; (2) Major agencies say they won't be spending less in the medium than last year. Many buyers feel if radio continues to develop better packages, get more excitement into programing and promote its advantages through solid success stories, that it may well climb up

(Please turn to page 65)

# SWEET SIX-TEEN

Enjoy sweet sales success from the Nation's 16th Television Market! Television Magazine credits the Charlotte-WBTV Market with 662,074 sets—16th in the Nation—First in the South! Call CBS Television Spot Sales for a date!



JEFFERSON STANDARD
BROADCASTING COMPANY



#### IN WISCONSIN

- The area with the HIGHEST industrial weekly wage in the state. (U.S. Employment Bureal)
- Serving the RICHEST farm counties in the Midwest with over 54,000 farm families.
- Serving the giant land of <sup>3</sup>/<sub>4</sub> million people and two million cows.

WEAU-TV Eau Claire, Wisconsin See your Hollingbery Man in Minneapolis, see Bill Hurley



## SPOT BUYS

#### TV BUYS

Colgate-Palmolive Co., New York, is kicking off a campaign in major markets for its Vel Liquid detergent. The schedules start in January, are set for 52 weeks. Minutes during nighttime slots are being used; frequency depends upon the market. The buyer is Len Tronick; the agency is Lennen & Newell, Inc., New York.

General Foods Corp., Post Div., Battle Creek, Mich., is going into top markets for its Gaines Meal dog food. The eight-week campaign starts in January. I.D.'s during both daytime and nighttime segments are being scheduled; frequency varies from market to market. The buyer is Roger Clapp; the agency is Benton & Bowles, Inc., New York.

Benson & Hedges, Div. of Philip Morris, Inc., New York, is scheduling announcements in major markets for its Parliament eigarettes. The campagn starts in January on a 52-week basis. Minutes are being placed, with frequencies varying. The buyer is John Nuccio; the agency is Benton & Bowles, Inc., New York.

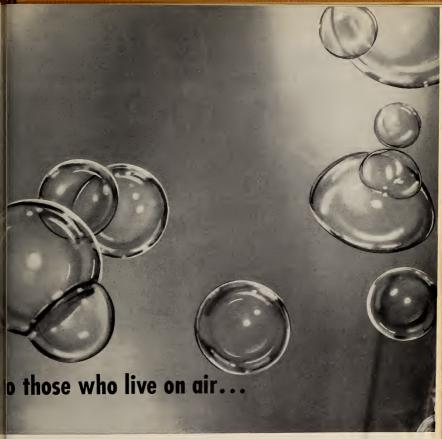
Chunky Chocolate Corp., Brooklyn, N. Y., is initiating its 1959 campaign for its candy bars. The eight-week schedule starts in January. Minute announcements are being slotted; frequency depends upon the market. The buyer is Mary Lou Benjamin; the agency is Grey Advertising Agency, Inc., New York.

#### **RADIO BUYS**

The Pharma-Craft Corp., Inc., New York, is entering major markets for its Ting Antiseptic Medicated Cream. The campaign starts 5 January for eight weeks. Minutes during both daytime and night-time segments are being used. Frequency depends upon the market. The buyer is Walt Reed; the agency is Cohen & Aleshire, Inc., New York.

Liggett & Myers Tobacco Co., New York, is going into markets throughout the country for its L&M Filters. The 10-week schedule starts in January. Minutes during daytime periods are being placed. Frequency varies from market to market. The buyers are Barry Bardman and Phil Tocantins; the agency is Dancer-Fitzgerald-Sample, Inc., New York.

Ward Baking Co., New York, is kicking off its New Year's schedules in Eastern states for its breads and cakes. The campaign starts in January for five weeks. Minutes and chainbreaks during daytime slots are being aired. Frequency depends upon the market. The buyers are Mario Kircher and John Waterman; the agency is J. Walter Thompson Co., New York.



In the last three decades advertisers and their agencies have spent billions of dollars on air. A lot of people lived on it. A lot of goods were moved.

To those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

Most every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR at home—because the very chemistry of broadcasting—the factors that make it move

and earn its salt are just much too important for light reading on a routing list.

If you live on air—read SPONSOR at home. Read it on A time, B time or C time but make sure it's free time at home. At the special price of only \$\frac{3}{3}\$ a year you can have 52 issues of this most useful publication in the field at your side—to see, study, tear out and file. It's the best investment you'll ever make. Order your home subscription today.

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

#### **ADVERTISERS**

Massey-Ferguson scores as the first farm equipment manufacturer to enter into network ty on a weekly basis.

The network: ABC TV. for its Jubilee U. S. A., show, featuring Red Foley and a host of country, western and non singers.

Explained M-F: "It will enable us to demonstrate graphically the features of our equipment to a vast number of farm homes."

Agency: Needham, Louis & Brorby.

Ideas and campaigns:

• General Foods Jell-O division is running a \$100,000 "You Name It" consumer contest for each of its 13 Swans Down Cake Mixes. Object: A name for the recipes made with the cake mix. Jell-O is promoting the contest via seven daytime network tv, shows.

• Goebel Brewing Co., Speedway Petroleum and Phillies Cigars will sponsor the Detroit Tigers 1959 baseball games over a lineup of about seven tv and 43 radio stations. This marks the 16th consecutive year for Goebel, and the seventh year for Speed-

 How they're promoting Grand Ole Opry: In Nashville, a group of the show's performers staged a celebration for the 1,000 network broadcast of the show and its sponsors for the past 14 vears—Prince Albert Tobacco. Gardner Advertising has designed a Christmas card for Ray Morris of **Pet Milk** to be sent to all Keystone radio stations carrying the show.

Kudos: Sinclair Oil Corp. cited as having one of the nation's 10 best public service programs by *Public Relations News*.

Strictly personnel: Robert E. Lewis, formerly a senior v.p., elected president of Sylvania Electric Products

... Jack Scarcliff, named manager, retail advertising, for The Firestone Tire & Rubber Co. . . . Tom Sedlar, to director of public relations and advertising, at Frederick B. Ayer & Associates . . . Five new appointments at Pepsi-Cola: Dr. Louis Rezzonico, to vice-chairman of the board of directors; Emmett O'Connell, to executive v.p.; Milward Martin, Louis Nufer and Thomas Elmezzi, named senior v.p.; Senior v.p.; which is the senior v.p.; and the senior v.p.; which is the senior v.p.; and the senior v.p.; which is the senior v.p.; which is the senior v.p.; where the senior v.p.; where the senior v.p.; which is the senior v.p.; which is the senior v.p.; where the v.p.; where the senior v.p.; where the v.p.; where the v.p.; whe



# WRAP-UP NEWS & IDEAS PICTURES



Ring in the old, ring out the new: Charles Lundell cranks up his 1910 Firestone Columbus, as he and his wife prepare for a spin around San Francisco to announce the Bay Area tv premier of the movie Son Francisco. The car was designed to draw attention to the film's action, which takes place in 1906 era. Advertising, promotion campaign was conducted by KGO-TV

Operation air lift: Boy delivers food to KSTP, St. Paul-Minn. studios after station appealed for donations for an emergency food drop to Indians in blizzard hit N. D.





How the parade was televised: WSJV-TV, South Bend-Elkhart used this Strato Tower for a remote tv show of city's Centennial. WSBT-TV lent station their remote equipment

#### AGENCIES

Latest agencies to ring in the new year with merger plans:

 Gardner Advertising, a St. Louis based agency and Paris & Peart of New York, with total billings of \$35 million. The merged agency will keep Gardner's name.

The set-up: Charles Claggett, president of Gardner, remains president; John Rehm, president of P&P, becomes vice-chairman of the board and chief executive officer of the New York office; Elmer Marshutz remains chairman of the board; Roland Martini, v.p. and executive radio/tv director remains in New York and Al Chance continues as manager of Gardner's Hollywood office.

· Atherton & Currier and Kastor, Hilton, Chesley & Clifford, with total billings of \$18 million. The merged agency will be known as Kastor, Hilton, Chesley, Clifford & Atherton, Inc.

The set-up: H. Kastor Kahn, chairman; Peter Hilton, president; Charles Clifford, vice-chairman; W. S. Chesley, chairman of executive committee and treasurer; and J. W. Atherton, v.p. and chairman of the plans board.

· North Advertising, a Chicagobased agency and Alfred J. Silverstein, Bert Goldsmith, Inc., New York, with total billings at approximately \$15 million. North's name will be retained.

The set-up: Bert Goldsmith will be board chairman; Don Nathanson, president of North, remains president: Cyrus Nathan, executive v.p., North, continues in that post; Harvey Robbins and Lewis Nemerson, v.p.'s at S-G, retain these posts; Bruce Dodge continues as North v.p. in charge of radio/tv activities.

New agency: Peter Finney, formerly executive v.p. and director of Southern Advertising, Inc., opens his own agency this week: Peter Finney & Co., at 529 W. Flagler Street, Miami . . .

Name Change: The Mayers Co., Los Angeles, will as of next week, be known as Davis, Johnson, Anderson and Colombatto, Inc. . . . Expansion notes: Jay Victor & Associates, Newark, have opened a Manhattan office at 515 Madison Avenue.

Agency appointments: Revlon, for its Sun Bath, Baby Silicare and High Gloss Hair Spray, billing about \$750,-000, from Dowd, Redfield & Johnstone, to C. J. LaRoche, joining 10 other Revlon products at the agency . . . Lever Bros., for its new liquid household cleaner Jim Dandy, to K&E . . . Helbros Watch Co., to E. A. Korchnoy, New York . . . Wagemaker Co., Grand Rapids outboard manufacturers, to Wesley Aves & Associates, Grand Rapids.

Another appointment: Mars, Inc., has named J. M. Callan Co., Chicago, as its point-of-purchase agency-to develop point-of-purchase and collateral promotional material in the same man-



Voted outstanding player by tv fans, Cleveland Brown's Bobby Mitchell gets Trophy Cup from William Mennen, Jr., executive v.p., Mennen Co.-sponsors of All Star Game

Named in its honor: WHLI, Hempstead, L.I. president Paul Godofsky (1) and town Mayor William Gulde inspect street sign tribute to station's public service record



Advertising ty outdoors: As part of the NBC TV daytime programs contest promotion, WTRF-TV, Wheeling, W. Va., utilized this billboard-a double 24 sheet panel poster



Joining the fm group: WSYR-FM, Syracuse, became the 13th upstate New York station to join the WOXR Network. Finalizing the plans for affiliation are (1 to r) R. Bruce Girvan. president of the Northeast Radio Network, representing WQXR; E. R. Vadeboncoeur, pres. and gen. mgr., WSYR-AM, TV; William Rothrum, v.p., WSYR, H. Stilwell Brown, v.p., N.R.N.



ner an ad agency would handle commissionable media.

Thisa 'n' data: Wade Advertising Agency contributed an exhibit of ad craft as practiced 50 years ago, to the advertising classes of Northwestern University . . . Sylvester "Pat" Weaver joins McCann-Erickson as consultant on special tv projects.

More on mergers: Robert Powell of Powell Advertising, Detroit, and his staff have joined Cunningham & Walsh. Powell becomes vice president in charge of the C&W Detroit office.

Getting personnel: Marion Harper, Jr., continues as president and succeeds Harrison McCann as board chairman of McCann-Erickson; Robert Healy, formerly executive v.p. of McCann, was elected vice chairman of the board and Wilbert Stilson, executive v.p., named chairman of the operations committee . . . Carvel Nelson, elected a v.p. of Compton . . . Elsworth Timberman and Andrew Shepard, to v.p.'s at K&E . . . Brad Irwin, to the creative staff of Cayton.

Inc., New York . . . Harold Mathews has rejoined Ayer, New York, as a member of the service department, with duties in the broadcast activities of Sealtest . . . June Nelson, timebuyer at John W. Shaw, Chicago . . . Don Young, to the A. C. Nielsen Co.

#### FILM

Ziv's Bold Venture has been sold in 118 markets, with the pattern of sales closely following a researched forecast that 24% of the series' sponsors would be in the food field.

The pre-sales survey-described at the time by Ziv syndicate manager Len Firestone as a year-long sales profile to be matched against the final tally -predicted that breweries would be the next largest buyers (23%). Venture sales to date are also close to that forecast

More sales: WRCA-TV, New York. has purchased NTA's Dream Package of 85 feature films made by 20th Century-Fox and other producers . . . Ziv has sold its Dial 999 series to WNEW-TV (formerly WABD), New York . . . Latest buyers of UAA's Christmas Package include WSPD-TV, Toledo; WTVT, Tampa; KCRC-TV, Cedar Rapids; KTVO, Ottumwa; WATV, Little Rock; KMMT-TV, Austin, Minn.; KNAC-TV, Ft. Smith; KNOP-TV, North Platte; WATR-TV, Waterbury; KBAK-TVM, Bakersfield; WMTW-TV, Poland Springs, Me., and WRCV-TV, Philadelphia.

Program notes: The NTA Film Network will increase its schedules in 1959 with four two-hour special programs plus additional showings of Shirley Temple features . . . Bernard L. Schubert will produce 39 additional episodes of Mr. and Mrs. North in association with John W. Loveton; production will begin when casting is completed for the roles initially taken in 1952 by Barbara Britton and Richard Denning . . . Robert Blees and Jules Buck have taken tv rights to 36 stories by Roy Vickers on Scotland Yard's department of Dead Ends.

Promotion: With a newspaper strike in New York City, public relations firm Rogers and Cowan is using a Western stage coach to publicize Dick Powell's Zane Grey Theatre.



state. The other is big, wealthy Lincoln-Land, which contains more than half the buying power of the entire state!

In the extreme Eastern market, there are three TV stations vying for viewers' eyes and your dollars. In Lincoln-Land the situation is entirely different as the NCS #3 map shows. One station KOLN-TV - completely dominates the area, with no challengers in sight!

Avery-Knodel will give you all the facts on KOLN-TV - the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

1958 \*ON THE AIR SEPT. 57

The Felger Stations

Strictly personnel: Joining Gross-Krasne-Sillerman as executive producer in charge of foreign production is Donald Hyde, currently in charge of filming of Glencannon, starring Thomas Mitchell.

#### **NETWORKS**

CBS Radio will unveil its new programing schedule to a gathering of the Tradepress this Tuesday (30).

This new lineup will involve 30 hours of programing a week.

Incidentally, Mutual announced this week that a CBS affiliate in Jackson, Miss., WJQS, had defected over to itself.

### Network radio new business

At CBS: Since the announcement of its PCP, the network has contracted business totaling \$4.1 million in net billings. Among the advertisers are Bristol-Myers, Lewis-Howe, Stewart-Warner, Lever, and the lamp division of General Electric—all sales effective with the Consolidated Plan.

At ABC: A pre-Christmas selling spree amounted to \$1.9 million in new and renewed business for the first two weeks in December. Among the advertisers are Colgate, R. J. Reynolds, and Glenbrook Labs division of Sterling.

At Mutual: A year end report by president Blair Wallister pointed out that eight advertisers were introduced to network radio and 12 absentees returned to Mutual during 1958. Among the first-lime advertisers were 20th Century Fox, the d-Con Co., the National L-P Gas Council, and Symphonic Electric Corp.

Sports business on ABC TV: Finals of the Bing Crosby Golf Tournament, on Sunday, 18 January, for Oldsmobile (Brother) . . . The 1959 All Star Football Game, 14 August, for Liggett & Myer (DFS) and Carling Brew (Lang, Fisher & Stashower).

#### Network ideas at work:

 NBC TV has 30 of its affiliated stations participating in the network's \$25,500 daytime program promotion contest—the biggest audience promotion contest in the network's history. Cash awards will be shared by the 12 station promotion managers conducting the winning campaigns.

 ABC TV is circulating its daytime tv message on millions of grocery sacks passing through about 8,000 supermarkets in the East and Mid-West.

Network note: An incident which caused much hilarity at the recent RTES Christmas party luncheon—the name drawn from a fishbowl to receive a stereophonic set donated by RCA: Ollie Trevz.

Network affiliations: WLBZ-TV, Bangor, Me., to NBC TV . . . WABI-TV, Bangor to CBS TV (replacing WLBZ-TV) . . . . WMBV-TV, Marinette-Green Bay, to ABC TV . . . . WAGM-TV, Presque Isle, Me., to CBS TV as an EMP affiliate . . . KRMG, Tulsa, to CBS Radio.

Kudos: Leonard Goldenson, president of AB-PT, presented with the Sigma Alpha Mu fraternity certificate of merit for his community service at the fraternity's Founders Day dinner... Dr. Frank Stanton, CBS president, presented with the silver medalion for his contributions to "America's Democratic Legacy" by the Anti-Deformation League of the Brais Brith.

#### **RADIO STATIONS**

Leave it to the more alert and promotional-minded station to jump in on a personal service opportunity to buyers,

Stations as far west as Omaha the past week came to the rescue of newspaper-star agency people by rushing in to New York with copies of their local namers.

A couple Philadelphia stations made it a daily delivery.

Re the liquor question: Listeners voiced a negative reaction in response to a week-long survey conducted by WDOK, Cleveland.

The question: Should hard liquor and whiskey be advertised on the air? The vote: More than 1,500 replies with a ratio of eight to one opposed.

#### Ideas at work:

- For the birds: KOMA, Oklahome City, is holding a "Operation Bird Feed" campaign. Purpose: to provide food for birds and wild life after a heavy local snow storm.
- Another bird bit: WSAZ, Huntington, is capitalizing on the new record—"The Chipmunk Song" by indoctrinating a "Chipmunk Club." Two of the station's d.j.'s are currently airing meeting notes on their shows. Club membership: 1,000 to date.
- Promotion: WGLI-WTFM, Babylon, L. I., is holding a \$10,000 lucky names contest—tieing in with a saturation schedule for the Prudential movie theaters. The station airs contest information every half-hour, while the drawing will take place at Prudential's drive: theater.
- A home away from home: W-GTO, Cypress Gardens, Fla., is preparing for the estimated 600,000 annual visitors to the area—by putting out a special welcome mat for Canadians. The station will air a daily Canadian news program — direct from Toronto — throughout the winter.
- D.j.'s on WNTA, Newark, were on hand last week on the "River Queen," a houseboat that was anchored in the center of downtown Newark, to give a free record to those contributing to the Newark PAL.
- WQAM, Miami, stirred up lots of perplexity among Miami listeners by interpolating the word "Peanuts" dur-



THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

Intermountain Network Affiliate

KGEM

BOISE, IDAHO — 10,000 WATTS AT 1140

IS FIRST\*

°PULSE Feb. 1958

HEADQUARTERS: SALT LAKE CITY . DENVER - CONTACT YOUR AVERY-KNODEL MAN

ing a day-long celebration of Beethoven's anniversary. Other activities to celebrate the composer's day—the opening bars of his "Fifth Symphony" were aired twice an hour; the d.j.'s aired facts about his life and music; and the station interviewed worldfamous conductors.

Thisa 'n' data: The bowlers are back in style-Seamus O'Hara, KYA, San Francisco personality, started a trend that resulted in the entire Bartell sales staff showing up in dapper derbies and boutonnieres . . . WKCB & Q, Berlin, N. H., is taking over the sponsorship of the Berlin Maroons, an amateur hockey team . . . The Annenberg Fund and the University of Pennsylvania have established a school-to be called The Annenberg School of Communications, to conduct teaching and research programs in radio and tv . . . WERE, Cleveland, signed this week, a four-year contract with the NABET, marking the first time that the group has signed a four-year pact.

Offheat program note: KADY, St. Louis, and Laclede Gas Co. teamed together Christmas Day for a complete day of holiday music unmarred by commercials . . Offheat time sponsor: McCall's Pattern Division is sponsoring WGBS, Miami's sunrise and sunset pattern change.

Station purchases: WRON, Ronceverte, W. Va., to James and Betty Venable, for 863,150—brokered by Blackburn & Co. . . . New owners: KUIK, Hillsboro, Ore., to Greater Washington County Broadcasters with Jerry Dennen as president and general manager . . . New designation: WAVY's new dateline is Norfolk-Portsmouth.

Station staffers: Harold Segal, ap-

pointed general and commercial manager of WILD, Boston . . . Lawrence Smith, named general sales manager of Western Broadcasting Co., a sales organization for fm stations and for Multiplex background music services . . . Jack Shapiro, appointed v.p. in charge of the Denver operations of Intermountain Network . . . Howard Haman, to general manager of KXOA, Sacramento . . . Loren Hollenback. to sales promotion manager of WBBM. Chicago . . . William Hoftyzer, to general manager of KUTY, Palmdale, Cal. . . . Durwood Powell, general manager of WYNN, Florence, S. C. ... Chuck Dougherty, to program director and John Gibbs, program-sales coordinator, KQV, Pittsburgh. ... Edward Conley, to the staff at WWLP, Springfield ... Paul Downs and Robert White, account executives at WAVY, Norfolk-Portsmouth, while Lee Leonard has been promoted to program director of the station.

#### REPRESENTATIVES

Robert E. Eastman's latest expansion moves: The opening of a Dallas office, headed by Al Carrell, formerly v.p. and account executive at Sanders Advertising Agency, Dallas; and the addition of John T. Bray, a timebuyer, to the New York sales staff.

Gordon Hayes, for the past two years general manager of CBS Radio Spot Sales, was upped to v.p. of CBS Radio in charge of Spot Sales last week.

He joined the rep firm in 1945, and spent eight years in Chicago as Western sales manager.

The Katz Agency is circulating its new 1959 calendars among advertisers and agencies.

Its purpose is to provide a rapid calculation of expiration and renewal dates for radio and tv.

Rep appointments: WAMS, Wilmington, Del., to Robert E. Eastman & Co... WWST, Wooster, Ohio and WRAD, Radford, Va., to Robert S. Keller, Inc., New York . . . WLOSAM & TV, Asheville, N. C., to James S. Ayers, Inc., Adlanta for Southeastern representation. PGW represents the twin operation nationally . . . . WKGN, Knoxville, Tenn., to Richard O'Connell.

Personnel appointments: At Weed Tv Corp., Edwin C. Metcalfe, elected v.p., in charge of West Coast activities; Bernard P. Pearse, elected v.p. in charge of Detroit activities . . . At Venard, Rintoul & McConnell, Inc., James A. Brown, Jr., appointed manager of the Detroit office. He was formerly assistant media director at Grant Advertising . . . Jack Satterfield, to the staff at Bair Tv.

#### TV STATIONS

Chicago stations, especially tv, ap-

pear to be somewhat more sensitive than the Westcoast, about accepting business from a mortuary house.

After all the other stations had turned it down, the new Lain Chapel on the north side gained entry on an early a.m. WBKB show.

Nostalgic note: Lain was the first mortuary to get on the air—back in 1923—the first to do a hymn-type program in the medium.

#### Ideas a work:

• KTVH, Hutchinson, Kan., held its first annual "Toughest Holes Tournament" in Wichita last week. Participating in the event, which also doubled as a station promotion, were head professionals and assistant pros.

 To the aid of newspaperless New Yorkers: KETV, Omaha, with the cooperation of the city's World-Herald, flew copies of the newspaper to agency and client executives in N. Y. By putting the paper "to bed" an hour earlier, New Yorkers received it the same hour as Omahans.

 The editorial policy at WTVT, Tampa, resulted in an ordinance by the city's board, calling for a penalty to anyone phoning threats against a public building.

 WSVA-TV, Harrisonburg's, Dr. Pepper Teen Age Dancing Party hit a new high for a single week's mail pull last week. The total: 14,567 cards, each representing the purchase of a six-bottle carton of Dr. Pepper's.

• WSFA-TV, Montgomery, is again holding its football contest dubbed "Pick 'Em and Win," paying \$50 to the person picking the winner in 12 contests—and the score in tie-breakers. The first 10 weeks racked up some 72,000 postcard guessers.

Station purchase: WICC-AM & TV, Bridgeport, Conn., have been sold by the Bridgeport Broadcasting Co. to Kenneth M. Cooper and Associates for a record high price of 81.7 million, negotiated through Allen Kander & Co. John Metts has been named a director and a principal in the new corporation formed to operate the stations.

Offbeat programing note: Working on the accepted theory that "if you can withstand Philadelphia's weather, you can live anywhere," WCAU-TV telecast a half-hour show last week, The Face of Philadelphia, exploring

the weather during the past five years.

Thisa 'n' data: KERO-TV, Bakersfield, Cal., is holding a pre-Christmas cocktail party for more than 100 exceutives and agency timebuyers using the station for their clients . . Trademark: KTKA-TV, Houston, has cut a record of its black cat mascot "Kitirik" reciting a fairy tale, to go on sale in local stores . . . Sports note: Sports Network, Inc., New York, plans to telecast Big Ten Basketball Games for the third consecutive year — for 13 weeks. In Chicago: on WGN-TV, cosponsored by Lucky Strike and Standard Oil.

Other random notes: WDEF-AM & TV. Chattanooga, has moved to new studios and offices. Building includes 36 offices, two tv studios and three radio studios . . . Ruth Lyons, m.c. of the 50-50 Club via WLW-T's four-city network, Cincinnati, Dayton, Columbus and Indianapolis, has entered into the record field with more than 50,000 sold to date of her "Ten Tunes of Christmas" . . . Another WLW tv personality, Bob Braun, was honored by Cincinnati's Mayor claiming Bob Braun Appreciation Day last week. More than 6,500 teenagers attended the special telecast from the Cincinnati Gardens.

Kudos: Robert Willis, promotion and publicity manager, WHTN-TV, Huntington-Charleston, winner of "The Price Is Right" tv promotion managers' contest sponsored by Lever Bros. . Irwin Rosten, writer at KNXT, Hollywood, presented with the "Certificate of Writing Achievement" award for his tv documentary The Human Explosion, by the Writers Guild . . . WJXT, Jacksonville, for its "Operation Santa Claus" received the Navy's "Good Neighbor Award" . . . WAGA-TV, Atlanta, for its 4-H Hour, awarded the trophy for service to agriculture by the Georgia Farm Bureau Federation . . . Also awarded by the Federation, KTRK-TV, Houston, for its Farm Journal.

News from the personnel front: Terry Lee, named managing director of Storer's new station WITI-TV, Milwaukee . . . Jack Kenaston, program manager and Frank Havore, manager of advertising, press and promotion at KRCA, Los Angeles.

#### YEAR-END REPORT

(Cont'd from page 57)

again from the plateau it had gained at '58's beginning.

#### **NETWORK RADIO**

Network radio experienced an unexpected setback after the recession had subsided. It came amid many network changes in programing and was followed by the most surprising of them all—the CBS programing cutback from 90 to 50 hours weekly. Here are the year's developments:

· Network radio started out the year as the comeback medium. A \$10 million increase was widely estimated over 1957's \$86 million dollar gross. From the first of 1958, it became apparent that network radio had geared itself along the lines of spot: the 52-week contract had all but disappeared, any kind of cancellation clause was available, single weekend schedules were common. Announcements of any length became prevalent. At the same time, spot and network tv were meeting the recession with more in the ways of flexibility, short-term buys, daytime programing. The low-cost medium was getting cost-per-1,000 competition it had not expected from tv.

- The first crack in the armor was the collapse of ABC's "live" programing experiment. Before the network could really get its network "musicand-news" format off the ground, it ran into clearance problems resulting in tremendous revenue losses. Virtually the only programing retained other than news and commentary was Breakfast Club, largely becaus of its merchandising value to the advertiser.
- A "steap" system of news coverage was Mutual's way of solving clearance problem. The web stepped up its newscasts to 38 per day. Affiliates retained revenues from newscasts on the hour while the net gets the revenue from the half-hour newscasts.
- In the face of these cutbacks, NBC increased its programing. In addition to its proven Monitor, NBC increased its news commentary and added more star names to its entertainment and dramatic shows to help advertisers reap merchandising benefits. This merchandising plus was carried a step further by a new "Salesvertising" program, offering a client the use of web facilities for a national closed-circuit sales
  - Biggest reversal of the year was

the CBS programing cutback in November. Catching the industry unawares, CBS cut back its programing service to affiliates from about 90 hours a week to roughly 50 hours. Affiliates will get about eight hours of newscasts per week to sell locally or for spots. In exchange, the stations must carry, with no remuneration at all, two hours of morning shows including items like Arthur Godfrey, Peter Lind Haves and Mary Healy. They must also carry without pay two afternoon network hours, mainly soaps, And they must take 75 minutes of evening programs without pay, including a Lowell Thomas and a Ed Murrow

Coming in the last few weeks of the year, this development caught an industry already geared to changes completely by surprise. CBS adherence to its daytime soap operas was considered unshakable. Many industry observers saw the CBS move as the death blow to the traditional concept of network radio. Beyond a doubt, 1959 will see increased "servicing" of affiliates by networks, the webs perhaps emerging in a new and more powerful role than as programers. You can be sure the independents are watching this latest network development with more than casual interest.

#### RESEARCH

The flow of facts and figures spewed out at an ever-increasing rate in 1958. The ratings faucet, in particular, was turned on strong. Every one of the major syndicated audience research services expanded during the past year.

- The big boom in rating service growth was in local coverage with NSI aiming at 100 markets and Trendex planning on 50 by next year.
- NCS No. 3 provided admen with up-to-date coverage information.
  - Here are the highlights:
- Cunningham & Walsh's 11th Videodown study showed a strong jump in morning radio listening by housewives but a small decline in total listen-
- The ANA heard an attack on rating methods by Miles Wallach, proponent of the personal coincidental type of fact-gathering.
- TvB's top research job—titled "E-Motion"—looked at media qualitatively.
- RAB studied listening habits by product purchasers.

### SALES EXECUTIVE RADIO AND TELEVISION

Extensive major station background, programming and sales. Completing tenth year with New York Rep in administrative and sales capacity. Current personal sales over \$500,000 annually. Interested in sales, radio or television, in New York or station management anywhere a genuine opportunity exists.



radio homes at the

#### LOWEST

cost per home of any station in the

### Heart of Florida



24-hour service to the Suncoast

WSUN Radio St. Petersburg-Tampa

Represented by VENARD, RINTOUL & McCONNELL Southeastern: IAMES S. AYERS



# Tv and radio NEWSMAKERS



Richard P. Hogue has been named general manager of WXIX, CBS-owned tv station in Milwaukee. He succeeds Frank J. Shakespeare, Jr., who was transferred to the manager's post of WCBS-TV, New York. (See Radio-Tv Newsmakers, 20 December SPONSOR.) Hogue, who has been general sales manager of WXIX, joined the station in March, 1957, after two years

as an account executive with CBS TV Spot Sales in New York. Previously, he was a v.p. with Headley-Reed, and sales executive with ABC.

Sam M. Ballard, president of Geyer Advertising, will be president of Geyer, Morey, Madden & Ballard, Inc.—formed by the merger of Geyer and Morey, Humm & Warwick.—effective 1 January. (See Wrap-Up, 20 Dec., spoxsor.) Ballard came to Geyer in 1953 as v.p. and chairman of the account policy committee. Prior to that, he was with Gardner Advertising for



16 years, as executive v.p., chairman of the management committee, and director. Earlier, Ballard was with BSF&D and Compton.



James W. Evans has been appointed promotion manager of WTAR-AM, TV, Norfolk, Va. He began his broadcasting career with NBC in 1939. Upon his discharge from W.W. II in 1945, Evans joined the sales staff of WICC, Bridgeport. In 1948 he was appointed program director and head of publicity and promotion. Four vears later he held the same post at WNHC-

TV, New Haven and in 1955 he joined WXEX-TV, Richmond. He was most recently promotion director of WSOC-TV, Charlotte.

William L. Jones, Jr., has been promoted to general manager of KWK, St. Louis. He has been with the Missouri station since October of this year, as general sales manager. Prior to that, Jones spent one and one-half years at WEMP, Milwaukee, as an account executive and preceding this, he was sales manager of WISN, the Hearst outlet in Milwaukee. Before joining WISN, longs was effiliated with the radio and t



Jones was affiliated with the radio and tv industry in New York City. His appointment was announced by A. Spheeris, president.

# YOUR 1959 **BUSINESS** WILL BE

because you'll get more of it if you read

SPONSOR's 12th annual

# FALL FACTS BASICS

38 pages on Marketing with 15 pages of BASICS charts 86 pages on Radio with 15 pages of BASICS charts 78 pages on Television with 18 pages of BASICS charts 17 pages on Film with four pages of BASICS charts Full copies of Fall Facts BASICS available for \$1

#### Reprints of the popular BASICS charts sections:

|                         | ( 1 TO 9               | 35 cents each              |
|-------------------------|------------------------|----------------------------|
| 16 pages on Marketing   | 1 TO 9<br>10 TO 49     | 25 cents each              |
| Indee on management     | 50 TO 99               | 20 cents each              |
| 16 pages on Radio       | 50 TO 99<br>100 TO 499 | 15 cents each              |
| 24 pages on Tv and Film | 500 TO 999             | $12\frac{1}{2}$ cents each |
|                         | 1,000 OR MORE          | 10 cents each              |

Prices include postage

For fast delivery, use the coupon below: Readers' Service, SPONSOR, 40 E. 49 St., New York 17, N. Y. Please send me the following reprints from Fall Facts BASICS. ......... Bill me Check or cash enclosed ... Quantity desired Unit price Total amount Section Marketing Radio Television-Film Full copy of Fall Facts BASICS-\$1 Company Address



# SPONSOR SPEAKS

#### What we all learned in 1958

This week SPONSOR devotes a major portion of its editorial pages to summarizing the important developments in radio and ty advertising during the past year.

In addition to our regular annual Year End Report on page 23, the Sponsorscope, Filmscope, and Washington Week sections also carry high-spot round-ups of the leading news items they featured in 1958.

At a time like this, as the old, dying year is breathing its last, it is always interesting and valuable to review, at least briefly, what has happened during the past 12 months.

But it is probably even more important to ask ourselves one thoughtful question: "What lessons have we learned about our industry in 1958?" We believe that the past year has taught all of us many things about tv and radio which we had never quite fully realized before:

- The health and strength of the air media. 1958 brought the lowest point of a serious business recession. But the air media continued to grow, and move ahead, while all other forms of advertising were lagging.
- The need for media flexibility. During 1958 advertisers and agencies stepped up their demands for greater flexibility in the air media, in order to meet new market-by-market sales concepts. Every branch of radio and ty has set up new rules during the past 12 months to fit the new flexibility requirements. We believe this trend will continue in 1959.
- The importance of Aggressive Selling. 1958 showed clearly that neither radio or tv can expect to "coast uphill" during difficult times. Only imaginative selling turned the tide for net tv last summer. Only re-enforced and aggressive selling can bring back to spot radio its rightful share of advertising billings in the coming year.
- The penalties of leadership. Finally, 1958 brought home to us all that, as the air media become more powerful, so attacks of them increase. We have assumed a position of leadership. We cannot escape the responsibilities or the consequences of our position.



THIS WE FIGHT FOR: A re-dedication, by the entire industry in 1959, to the principles of sound business and responsible public service which have made radio and w the most important communications media in world history.

#### 10-SECOND SPOTS

MR: Dr. Ernest Dichter, head of the Institute for Motivational Research, just back from a round-the-world trip, reports that in Samoa, some of the same natives who served him Franco-American spaghetti also asked him how "Hitler's war" was coming along. Proving our national product is ahead of communications.

Squelch: An adman having a hurryup-lunch in a small restaurant off
Madison ordered a cold roast beef
sandwich. When the waitress brought
it, he flipped up the top slice of bread,
glared at it, and told the waitress to
return it. "But what"ll 1eld the chef?"
she asked. "Tell him," said the adman, "that man cannot live by bread
alone."

Definitions: Here are more of those definitions by Dee Vincent, staff announcer at KONO-TV, San Antonio: "Roll film"—The director wants his secretary to go out and buy a roll of film for that week-end trip they plan to take together.

"Roll film now"—The director is afraid his secretary is about to back out on the trip and wants her to get the film right now to show her he means business.

"Thirty seconds"—The projectionist's way of confessing he was actually watching the film.

Always a p.r. man: John Carley, p.r. director for Profit Counselors, Inc., hoping his third child would be a boy, just sent out birth announcements in the form of a release to the effect that it was another girl. The release denied "trade rumors that he was contemplating a switch in his baby account to another hospital."

Thirty days! In Wayne, W. Va., a pair of drunks were taken before a judge. One of them at least proved to be a fan of NBC TV's Western line-up on station WSAZ-TV, Huntington. "What do you do for a living?" the judge asked him. The drunk swayed slightly and said, "I ride shotgun for Wells Fargo."

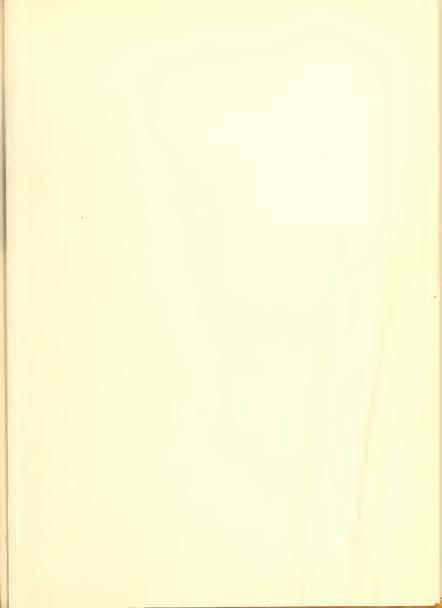
Tv hound: WABC-TV, New York, received a call from a viewer wanting to know was the theme song of *I Married Joan* available as a record. Seems everytime it's played, the caller's dog automatically goes through a repertoire of tricks.



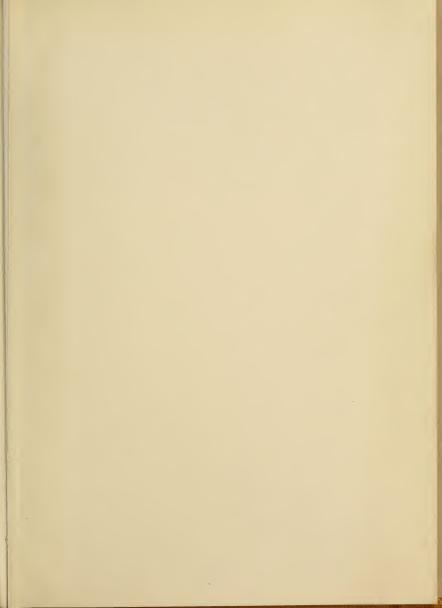


Your voice takes on added persuasiveness in San Diego, America's astest growing market, when it's heard over KFMB in the authoritative company of voices like Murrow's, Cronkite's, Sevareid's and Thomas'. Regional Radio KFMB-CBS from San Diego is the Superior Service for he better part of Southern California.

REPRESENTED BY EDWARD PETRY & CO., INC.









SATIONAL EMPLEMENTS COMPLEY, INC. TOTAL LEGISLATING CONTRACT IN THE SECOND STREET, N. T.

Parancia de la

